

THE HIV/AIDS INITIATIVE FOR YOUNG ADULTS:

STRATEGY 1

SERIES REPORT: 2

by

Gail V. Barrington, PhD, CMC

for

**Alberta Health
Edmonton, Alberta
June, 1995**

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**Alberta Health
Edmonton, Alberta
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Acknowledgements

Many people have contributed to this study and have taken a personal interest in making it a success. Special thanks is extended to the advertising agency and newspaper staff who took the time to be involved in this evaluation.

In addition, sincere appreciation is extended to the following individuals:

Working Group on HIV/AIDS Education for Young Adults:

Lucy Buller, Manager Eileen MacNeil, (Former Manager)	South Peace Health Unit, Sexual Health
Carol Cameron, Manager	Adolescent Treatment Centre, AADAC
Kelly Anne Carter-Erdman, Member	Canadian Cycling Team
Sean Fontaine, Student	University of Lethbridge
Irene Kerr, Manager	Inner City Youth Housing Project
Dr. Martin LaBrie, Family Physician	Calgary
Laurelle Larson, Chair, Community Involvement	Levi Strauss & Co. (Canada) Ltd.
Linda Lathrop, Asst. Program Director	Calgary Health Services, Sexual and Reproductive Health
Caroline Nevin, Partner	Keenan Communications Inc.
Karen Shufelt, Student	University of Alberta
Sharon Thurston, Director	Boyle McCauley Health Centre
Trevor Wallin, Chairman of Education	Sorrentos Restaurant Alberta Restaurant and Foodservices Association
Tim Wood, Community Worker	Family & Community Support Services
Alberta Health:	
Keith McLaughlin, Manager, Quality Assessment and Operations Review Linda Findlay, Prevention Education Coordinator Rick McHutchion, HIV/AIDS Public Information Co-ordinator Dorothy Checknita, Secretary Phyllis Craig, Manager, Provincial AIDS Program (<i>ex-officio</i>)	

Steering Committee:

Leslie Gardner, Private Consultant
Margaret King, Information Analyst, Area Services, Alberta Health
Keith McLaughlin, Manager, Quality Assessment and Operations Review, Alberta Health
Linda Findlay, Coordinator AIDS Education, Alberta Health
Rick McHutchion, HIV/AIDS Public Information Co-ordinator

Parallel Strategies:

Robin Sparks

Finally, thanks is extended to our research team at Gail V. Barrington & Associates Inc., namely

Jody Glacken, PhD	Research Associate
Carole Brownlees, BA	Researcher
Linda Skuce	Word Processing & Data Entry

Gail V. Barrington, PhD, CMC
Program Evaluator and Project Manager
ISBN 0-7732-1844-0

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Chapter 1

Background to the Young Adult HIV/AIDS Program

1.0 RATIONALE FOR THE PROGRAM

1.1 High Risk Activity

HIV infection is no longer believed to be restricted to specific risk groups, living in certain locations (Bruce, Shrum, Trefethen & Slovick, 1990; Gilmore, 1993; Winett, Altman & King, 1990). There has been a “conceptual transition” from high risk groups to **high risk activity**. As Gilmore (1993) points out,

understanding the dynamics of HIV transmission has evolved beyond the early and naive association between heavily infected populations and the risk of infection to understanding that it is the risk-producing behaviour of ‘people’ which is important. It is not sexual intercourse or shooting up, alone, which is the target of research or prevention efforts but the people who engage in these activities, and the cultural meaning of their behaviour. (p. 9)

A 1988 study funded by the Federal Centre for AIDS and Health and Welfare Canada indicated that approximately 15% of men and 5% of women in Canada

appear to engage routinely in unprotected sexual practices with partners not well known to them. Among people with two or more partners in the last five years, only 19 per cent of men and 12 per cent of women use a condom every time they have sex, and 44 per cent of men and 62 per cent of women never use a condom. (Ornstein, 1989, p. 101)

In addition, a 1992 survey of adults in Alberta found that 18% of the respondents reported that they were “at risk” (had at least one new sex partner in the two years prior to the 1992 survey, and did not always use a condom; used intravenous drugs; engaged in anal sex; had sexual relations with someone who had done so). Furthermore, 45% of those with new sex partners never used condoms.

Among those with new sex partners, those who perceived a higher personal risk were not more likely to use a condom. About one-third of those who did not use condoms did so because they thought they knew their partners. The next most frequent reasons given were that they used some other method of birth control (they missed the point entirely), that they didn’t like condoms, or that they simply didn’t think about it. (Alberta Health, 1993, p. 4)

1.2 Youth and AIDS

In recent years there has been an increased focus in the literature on the behavioural patterns of sexually active young adults and women. In fact, Bruhn (1990) describes AIDS as a young people's disease. One reason for the current focus of the literature on young adults and HIV infection/AIDS is the long latency period (8-10 years) of the HIV virus after infection. According to the literature, the modal age of current AIDS cases is the mid-30s. Therefore, it is presumed that infection occurred during late adolescence and early adulthood (Cline & Engel, 1991; D'Augelli & Kennedy, 1989; Hernandez & Smith, 1990; House & Walker, 1992; King et al., 1988; Meehan, Parr & Williams, 1993; Petosa & Wessinger, 1990; Stanton, Black, Keane & Feigelman, n.d.; Yao, 1992). In 1992, it was estimated that approximately 20-25% of all HIV infections occur among young people. This includes adolescents (10-19 years of age) and youth (20-24 years of age). In addition, many teenage and young men who engage in unprotected homosexual activity do not define or identify themselves as gay. And lastly, as adolescence and young adulthood is a period of "considerable personal (and sexual) exploration, the personal awareness needed to engage in careful sexual activity may still be developing" (D'Augelli & Kennedy, 1989, p. 135).

Hernandez and Smith (1990) contend that while young adults "possess at least moderate knowledge of disease transmission and symptoms, they underestimate the personal relevance of AIDS" (p. 295). A study conducted by Hernandez and Smith of 388, 18-21 year old college students indicated that unplanned or unscheduled sex was not uncommon. Furthermore, many students reported that they did not always use a condom. Of most concern were those students ($n=34$) who were sexually active, had multiple partners and did not use a condom even after they had participated in the AIDS program presentations. Based on the findings of their study, Hernandez and Smith suggest that "key attitudes to target in AIDS education are the roles of planning and spontaneity in dating, and the self-perception of monogamy and abstinence, which are not always consistent and could lead young people to assume falsely that they are safe" (p. 297).

The findings of the *Canada Youth and AIDS Study* provided an assessment of STD/HIV-related knowledge, attitudes, and risk behaviour of over 5,500 first-year community college and university classrooms across Canada (MacDonald et al., 1990). The students who participated in the study were between 16 and 24 years of age. Similar to the study conducted by Hernandez and Smith (1990), the findings of the *Canada Youth and AIDS Study* indicated that the students were at a significant risk for HIV infection.

While few respondents were members of traditional HIV high-risk groups, a significant proportion reported behaviours known to transmit HIV, which included having multiple sexual partners, minimal use of condoms, and participation in anal intercourse. (MacDonald et al., 1990, p. 3157)

In general, the respondents' knowledge about HIV was "reasonably good." However, this knowledge was not translated into safer sexual behaviour as many of the respondents engaged in risky behaviour. For example, discussions with a new partner about previous sexual experiences and consistent condom use were the exception, not the norm. In

addition, many of the students who participated in the study intended to continue to have casual sex (MacDonald et al., 1990).

1.3 Women and AIDS

Cochran (1989) argues that AIDS in women presents a “markedly different picture” than AIDS in men. Among men, transmission is primarily through same-sex sexual behaviours. In contrast, AIDS in women is, for the most part, a disease of heterosexuals. Although young, sexually active middle-class women do not appear to be at high risk for HIV infection, Cochran identifies several reasons to be concerned with this population. These include:

1. teenagers and young adults are already involved in “high rates of sexual behaviour outside of long-term monogamous relations and are more likely to be experimenting with drug use” (p. 320).
2. prevention of HIV infection will prevent high rates of perinatal infection.

Based on a study conducted in Southern California during the late 1980s, Cochran (1989) concluded that

most women students know that sexual activity is one means of getting AIDS and that using condoms reduces risk. . . . However, 9% of approximately 350 college women polled in 1987 believed that one can get AIDS from toilet seats; 16% believed that one can get AIDS by sharing food, drink or eating utensils with an HIV-infected individual. (p. 321)

2.0 THE ALBERTA CONTEXT

In Alberta, the findings in the literature on AIDS about young adults and women as high risk groups was corroborated by research conducted at the Alberta Population Lab at the University of Alberta. The 18–29 age group was identified as the most likely to be misinformed about HIV/AIDS-related risks.

Research at Alberta Health indicated that young women were at particular risk. In 1990, twelve women in Alberta tested positive for HIV; in 1991, 15 women were positive; and in 1992, 39 women were positive. This was the fastest rate of increase in any population group in the province.

Along with the identification of the risk faced by young women came the realization that there were few programs which targeted it. Because the AIDS curriculum in Alberta had only been mandated in 1988-89, students who were either in Grade 12 that year or who had already graduated had not received this training. It appeared that risk prevention was the greatest programming need for this age group.

In the early nineties, prevention programming began to use a social marketing approach with a focus on attitudes and behaviours in addition to the more traditional knowledge-building approach which focused on disease information.

In 1992, Alberta Health had conducted a study entitled *Listening to Albertans at Risk of HIV/AIDS: An Assessment of Risk Reduction Messages*. Based on its findings, the study recommended that risk reduction messages should be realistic, explicit and relevant to the target group's lifestyle. Young adults wanted frank messages about AIDS which were targeted to them. The study also indicated that this group placed a high level of trust in the information they received from the media.

As a result of these research findings, staff at the Provincial AIDS Program of Alberta Health determined to target young adults, with a particular focus on young women, for a three-year period with prevention programming.

3.0 PROGRAM DEVELOPMENT

3.1 The Working Group on AIDS Education for Young Adults

Staff at the Provincial AIDS Program wanted as much input from "real world sources" as possible in the development of a program oriented towards young adults and so a Working Group was appointed by the Minister of Health for a three-year period to advise the AIDS Program. Subsequently, the reporting structure was changed to advisory to an Assistant Deputy Minister. The AIDS Program Working Group on AIDS Education for Young Adults, or the Working Group for short, had a wide-ranging membership of 14 individuals, who were involved in or worked with young adults or who had expertise in the areas of HIV/AIDS, sexual health, business or communications. A number of the members also fell within the target age group.

The first meeting of the Working Group was held in November 1992. The group was informed on HIV/AIDS issues by a variety of experts including an educational psychologist who outlined the learning stages of adults in the 18 to 29 age group. The committee made the decision to limit the target group to those aged 18 to 26 because they felt that the younger group was at greater risk because of their more fluid lifestyles.

They also looked at gender issues, sexual orientation and other demographics and after much discussion and negotiation, determined that a broad-brush approach to programming would be the most beneficial. They identified the target group as *young women and their male partners* in the general population. Their goal was to have young

people see themselves at risk by changing their social context (e.g., shared meaning about condom use and condom users) and their personal motivation (e.g., beliefs and values). Behaviour change in terms of safer sexual practice was seen as a longer term outcome which was beyond the scope of this program.

The purpose of the Young Adult HIV/AIDS Prevention Program was defined by the Working Group as to:

work toward the reduction of HIV transmission in the young women (18-26) of Alberta and their male partners in the context of their sexual relationships through their leisure, workplace and post-secondary institutions in order to:

- i) Increase awareness of personal risk and choice
- ii) Increase acceptance of personal responsibility and safety
- iii) Bridge the gap between information and action
- iv) Collaborate with young adults and other stakeholders.

During the first year of the project, the Working Group met every second month to brainstorm and discuss possible strategies. Many ideas were generated by the Group. Two early ideas were tested, including:

1. A backpack of information and condoms to be given away at post-secondary settings and at conferences.
2. Development of a number of slogans.

Both of these ideas were discarded. The backpack strategy was deemed to be targeted at too young an audience and was too limited in its audience. The slogans did not focus test well.

The members of the Working Group agreed that prevention messages would be more effective when individuals, communities, businesses and government worked together to jointly promote disease prevention programs such as this. This concept of collaboration and partnership would become a keystone of the program.

3.2 Involvement of Professional Advertising/Public Relations Firm

To implement these ideas and to move the project along, Alberta Health hired a full-service advertising and public relations firm, Parallel Strategies, of Calgary, in February 1993, to actualize the vision of the Working Group. Staff developed a strategic plan that incorporated the Working Group's views, the partnership concept and the research findings. The firm suggested how to target the audience more closely so that the program would have the greatest impact in getting its messages across to young adults, with a particular focus on young women.

The proposed collaboration between business, social agencies and government reflected new ways of addressing social issues for the greater benefit of all. The overall project design was daring and innovative, combining business goals with the social marketing of a health issue. Advertising agencies and design students could benefit from displaying their creative talents in a more unfettered way than was possible with a typical assignment and possibly receive greater exposure for their work. Newspaper publishers, printers and other corporate sponsors could benefit from demonstrating their commitment to a healthier community and the general public good by supporting a significant public issue. Business might also benefit through the potential impact on sales from their enhanced community image. Community agencies and partners could anticipate benefits to clients resulting from their participation in the program.

Parallel staff believed that the Provincial AIDS Program would benefit through an expansion of their social marketing capabilities. With some astute public relations, the project budget of \$100,000 could be leveraged to approximately \$750,000 worth of communication activity aimed at young Alberta women and their male partners. As the designers at Parallel noted, "This is a plan for pragmatists. It is also a plan in which the young adults are the winners because if it is implemented, it will save lives."

The plan outlined four strategies, as follows:

a) Strategy 1

Key staff at Parallel obtained the support of the Alberta Advertising Agencies Association (known as the *4 A's*) to provide the creative and finished art for a series of newspaper advertisements. Parallel staff and representatives from the Provincial AIDS Program and the Working Group obtained the support of two major Alberta newspapers to provide space for the ads at no cost to the project. It was hoped that the newspapers would reach young adults in rural areas as well as in the cities and would also target them in the workplace. This campaign is described in greater detail later in this report.

b) Strategy 2

The staff at Parallel and members of the Working Group and the Provincial AIDS Program went on to develop and manage a competition for students at Alberta's art and design schools. They were to submit posters which conveyed the Program's strategic messages. The winners would receive \$2,000 in prize money. This poster competition and subsequent distribution of the winning designs and feedback received about them will be described in the Strategy 2 Report.

c) *Strategy 3*

At the suggestion of the Working Group, Parallel staff developed the concept of a special newsprint supplement to be distributed to various community agencies and youth groups. It was foreseen that the creative obtained in Strategies 1 and 2 would be reproduced in this document along with additional creative material and original copy. The evaluation findings related to this strategy will be provided in the Strategy 3 Report.

d) *Strategy 4*

The Working Group's concept for Strategy 4 was to use the creative material from Strategies 1 and 2 to develop a calendar for distribution in post-secondary settings. They hoped that a calendar would provide long-term sustainability for the messages. However, this idea was later discarded due to negative feedback from the focus groups conducted in Strategy 1, and at the time of writing, the Working Group and staff at the Provincial AIDS Program were exploring outdoor and/or bus advertising for Strategy 4. It will be described in the Strategy 4 Report.

3.3 Development of the Evaluation Plan

Because of the unique nature of the program, it was determined that Alberta Health would hire an external evaluator to assess program development and outcomes. An evaluation plan was designed by evaluation methodologists under contract to Alberta Health in preparation for a Call for Proposals for the evaluation. The program was described (Matthias & Gardner, 1993:3) as a combination of strategies in an overall approach to focus on both individual behaviour change and group change at the broader community level.

The basic plan they suggested would focus on risk reduction messages incorporated into a variety of visual designs and distributed through mass media strategies and would involve corporate and community partners who had an impact on the social, working and educational worlds of young adults.

The overall program was seen as being evolutionary in nature. While building on a basic program plan, it would take advantage of and build upon opportunities as they arose. Thus, it was anticipated that strategies would be modified or substituted as the program evolved. As Matthias and Gardner (1993:7) commented, it would be:

. . . more organic than directed, i.e., the process of the second strategy or stage flows naturally from the results of the first strategy or stage, rather than from a predetermined agenda.

They (1993:5) went on to define a *strategy* as a means to deliver a message and which would include the following three elements:

- a) Tactics to get the creative material (e.g., advertising copy)
- b) Vehicles to get the creative material out to the target group (e.g., poster)
- c) Methods to gain sponsorship and exposure (i.e., public relations).

The strategies were to present visual *creatives* to promote safer sexual practices through a number of vehicles which were seen to be socially accepted *couriers of culture* to young adults. The creative material was to be presented in a staggered manner to build momentum and to thereby enhance its value through the development of a *social movement*.

The evaluation objectives and research methods which are being employed in this study are outlined in Chapter 2.

This chapter has traced the development of the Young Adult HIV/AIDS Prevention Program. It began as a recognition, based on research findings and on the experience of staff at the Provincial AIDS Program, that there was an unmet need in the community. It was conceptualized through a community-based development process involving field experts and target group representatives. These ideas were developed into actual print media strategies in collaboration with an advertising and public relations firm and an evaluation plan was developed by evaluation methodologists. The next chapter describes the actual program evaluation design.

Chapter 2 The Program Evaluation

Once the Call for Proposals had been completed, an evaluator was selected to implement the evaluation plan. This chapter outlines the development of the plan into an evaluation process for the overall study. In addition, Strategy 1 evaluation activities, methodology and limitations are briefly reviewed.

1.0 THE EVALUATION PROCESS – OVERALL

As Michael Quinn Patton (1993), a prominent evaluator, recently commented, not only is our world changing rapidly but the face of evaluation is also changing. Evaluators have moved from being technicians focused on data collection and report writing to being professionals who understand in a generic sense program quality and effectiveness. The role of evaluation is moving away from a summative stance where even so-called formative activities were simply smaller, more localized or shorter versions of summative ones, to a truly developmental stance where program development and program effectiveness are grounded in practical research activities which can assist programs in making a difference in participants' lives.

The evaluation of the HIV/AIDS Program for Young Adults provided such an opportunity. It required an evaluation which could provide Alberta Health with information about the program as strategies came on stream so that the lessons learned in the development of one strategy could be applied to the development of the next one. It was determined that a series of evaluation reports would be produced throughout the evolution of the project. Each would focus on a specific strategy but would also pick up threads of the other strategies as they continued to develop. The following series of reports was envisioned:

1. Review of the Literature – February, 1995
2. Strategy 1 Report (includes overall study design) – March, 1995
3. Strategy 2 Report – May, 1995
4. Strategy 3 Report – October, 1995
5. Strategy 4 Report – September, 1995
6. Summative Report – December, 1995

At the end of the project, the summative report would review the project experience across strategies, draw conclusions and advance recommendations for future health promotion programming.

Because the Program involved *an innovative, elegant and complex plan for interweaving strategies to achieve the overall end of increasing safer sexual behaviour and reduction in the transmission of HIV/AIDS* (Matthias and Gardner, 1993:9), an evaluation approach was required which was naturalistic, qualitative, reflective and ethnographic.

In order to describe the evolution of multiple strategies, a different type of inquiry was seen to be appropriate. As Lincoln and Guba suggested (1985:56–57):

. . . Scientific inquiry discovers variables and describes their relationships, primarily for purposes of prediction and control. Thus scientific inquirers tend to view the phenomenon with which they deal as existing in and discoverable in the real world and as fragmentable into discrete or independent subsystems that can be dealt with a few variables at a time, so that the inquirer can converge upon the truth . . . Naturalistic inquirers make virtually the opposite assumptions. They focus on the multiple realities that, like the layers of an onion, rest within or complement one another. Each layer provides a different perspective on reality, and none can be considered more “true” than any other.

With at least four interactive strategies developing simultaneously (but on a broken front in terms of implementation), and with each of these strategies involving a variety of partners or collaborators, as well as varied participant groups, capturing multiple realities in a naturalistic form of inquiry was likely to be a prodigious challenge.

Secondly, there was a need to collect data in a qualitative manner. Talking to young adults about their own social context or their personal motivation regarding sexual practice could only be accomplished in an atmosphere of trust. As Wolcott suggested (1990:19):

In quantitatively oriented approaches, and among the more self-consciously “scientific” qualitative types as well, researchers typically desert their subjects at the last minute, leaving folks and findings alike to fend for themselves, seemingly untainted by human hands and most certainly untouched by human hearts. One of the opportunities – and challenges – posed by qualitative approaches is to regard our fellow humans as people instead of subjects, and to regard ourselves as humans who conduct our research among rather than on them.

Thirdly, the evaluation research would have to be reflective in its process. It was not possible to superimpose a research template on these strategies and obtain meaning. It was anticipated that meaning would be elusive and illusory and that it would take time and thought to capture it. As Schon (1983:39–40) explained in the context of how professionals think in action:

From the perspective of Technical Rationality, professional practice is a process of problem solving. Problems of choice or decision are solved through the selection, from available means, of the one best suited to established ends. But with this emphasis on problem solving, we ignore problem setting, the process by which we define the decision to be made, the ends to be achieved, the means which may be chosen. In real-world practice, problems do not present themselves to the practitioner as given. They must be constructed from the materials of problematic situations which are puzzling, troubling, and uncertain.

The context of this evaluation was likely to be puzzling, troubling and uncertain.

Finally, there was a component of ethnography in the program which needed to be acknowledged and described. Because the strategies were targeted at changing the risk behaviours of young adults, there were a number of contextual issues at play which needed to be identified to clarify shared meaning. As Agar commented (1986:19)

. . . ethnographies emerge out of a relationship among the traditions of ethnographer, group, and intended audience. Ethnography is at its core a process of “mediating frames of meaning” (Gliddens, 1976). The nature of a particular mediation will depend on the nature of the traditions that are in contact during fieldwork. . . . Ethnography is neither subjective nor objective. It is interpretive, mediating two worlds through a third.

This evaluation would prove to be a challenge in each of these areas. A model was used to guide research activities in a general way. It was not intended to act as a template but rather as a means of ensuring that all aspects of programming were addressed by the research.

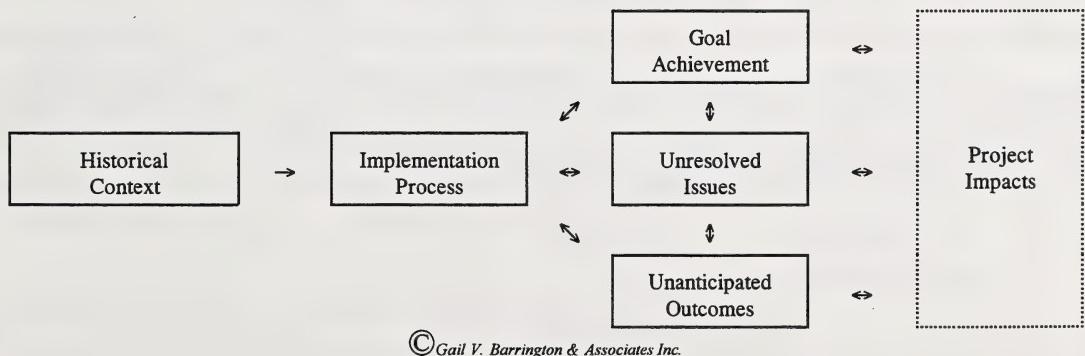


Figure 1 Evaluation Process Model

The evaluation objectives was initially developed for the Request for Proposals. Once the study got under way, the objectives were reviewed and refined several times as the Evaluation Steering Committee reflected on the nature of what was feasible as the strategies began to unfold. At the point where Strategy 1 began to wind down and Strategy 2 to expand, the evaluation objectives were described as follows:

1. Provide feedback loops to program implementers so that one strategy instructs the next.
2. Assess changes in the broader social context such as changes in the social value of safer sexual practice.
3. Assess new linkages, partnerships and mechanisms to sustain the program impact.
4. Add to the understanding of the elements and factors leading to a change to safer sexual behaviour in the target group.
5. Identify if there is reported safer sexual practice in the target group which can be ascribed to the program.

2.0 EVALUATION PROCESS – STRATEGY 1

Based on the Evaluation Process Model presented above, a Data Collection Matrix was developed for Strategy 1 to outline the research questions, methods and types of analysis most appropriate to achieve the evaluation objectives. The Data Collection Matrix is presented on the following pages.

Table 1 Data Collection Matrix, Strategy 1

Objectives	Research Questions	Methodology
1. BACKGROUND TO THE PROJECT		
1.1 <i>To describe the background and development of Strategy 1.</i>	In what context was Strategy 1 developed? Why was this particular strategy developed?	Document Review Interviews with Key Informants
1.2 <i>To explore and develop theory related to changing risk-related behaviour in a health promotion context.</i>	How can the literature inform strategy activities?	Literature Review Develop Theory

Table 1 Data Collection Matrix, Strategy 1

Objectives	Research Questions	Methodology
2. IMPLEMENTATION PROCESS		
<p>2.1 <i>To describe the implementation of Strategy 1.</i></p>	<p>How was Strategy 1 implemented?</p>	<p>Key Informant Interviews - Newspapers Key Informant Interviews - Ad Agencies Document Review/ Tracking - Ads</p>
<p>2.2 <i>To identify discrepancies between planned and actual strategy implementation.</i></p>	<p>What discrepancies occurred between planned and actual strategy implementation?</p>	<p>Discrepancy Analysis</p>
3. OUTCOMES		
<p>3.1 <i>To determine if Strategy 1 achieved its goals, namely:</i></p> <p>A <i>To convince young women (and indirectly, their male partners) that they are at risk of contracting HIV/AIDS by making the risk personally relevant</i></p>	<p>Challenge A “You Are At Risk” (Creative Brief A) Was the risk made personally relevant?</p>	<p>Focus Groups</p>

Table 1 Data Collection Matrix, Strategy 1

Objectives	Research Questions	Methodology
<p>A <i>To convince young women (and indirectly, their male partners) that they are at risk of contracting HIV/AIDS by making the risk personally relevant (cont'd)</i></p>	<p>Were suggested approaches employed:</p> <p>“Fear of personal violation linked to HIV/AIDS?”</p> <p>“The feeling that life is unfair and unpredictable capitalized on?”</p> <p>“The risk illustrated by showing how liaison with one partner can easily include up to 300 of their partner’s partners?”</p> <p>“Recognition created that during periods of loneliness and/or low self esteem this audience is at greater risk because of these feelings?”</p> <p>What other approaches were employed?</p>	<p>Ad Agency interviews</p> <p>Unobtrusive measures</p>
<p>B <i>To get young women to talk about ways to reduce risk by being informed, educated, prepared and intelligent about ways to reduce risk.</i></p>	<p>Challenge B “Reduce Risk” (Creative Brief B)</p> <p>Was the suggested approach employed that . . . “informed women are appealing, attractive, intelligent, sexy, sensitive and smart, not promiscuous.”</p> <p>What other approaches were employed?</p>	<p>Focus Groups</p> <p>Ad Agency interviews</p> <p>Unobtrusive measures</p>
<p>3.2 <i>To identify and assess any unanticipated outcomes which may have resulted from Strategy 1.</i></p>	<p>What unanticipated outcomes resulted from Strategy 1?</p>	<p>Emergent</p>

Table 1 Data Collection Matrix, Strategy 1

Objectives	Research Questions	Methodology
<p>3.3 <i>To identify and assess any unresolved issues in Strategy 1 which may have an impact on the development of other strategies.</i></p>	<p>What unresolved issues relate to Strategy 1 which may have an impact on other strategies?</p> <p>What other unresolved issues have occurred which relate to the overall project?</p>	<p>Emergent</p>
<p>4.0 PROJECT IMPACTS</p>		
<p>4.1 <i>To identify what community impacts have been experienced as a result Strategy 1.</i></p>	<p>What impacts have been experienced in the community as a result of Strategy 1?</p>	<p>Emergent</p>
<p>4.2 <i>To modify theory related to changing risk-related behaviour in a health promotion context.</i></p>	<p>How do study findings impact current theory related to risk behaviour change in a health promotion context?</p>	<p>Cross-strategy analysis Draw conclusions Modify theory</p>

Data for Strategy 1 were collected using document review, a literature review, interviews, focus groups and unobtrusive measures.

2.1 Document Review

Documents pertaining to the background and development of Strategy 1 were reviewed. These included the minutes of the Working Group, work plans for Parallel Strategies, and various memos and other correspondence.

2.2 Literature Review

A literature review was conducted for the overall evaluation of the Young Adult HIV/AIDS Prevention Program. This review is published under separate cover. Information which was relevant to Strategy 1 was extracted and reproduced in this report.

2.3 Interviews

A series of interviews was held with program initiators in the Provincial AIDS Program and with staff at Parallel Strategies. A second series of interviews was held with key informants including representatives of the newspapers and the advertising agencies involved in the campaign. A list of interviewees is provided in Appendix 3.

2.4 Focus Groups

In addition, four focus groups were conducted between June 3 and June 14, 1994 to obtain in-depth feedback from members of the Program's target group regarding specific ads. A focus group protocol was developed and is included in Appendix 2. The participants were encouraged to respond freely to the questions and to discuss the issues raised by the advertisements with one another. Each focus group session was tape recorded and notes were taken. The details of the focus groups, including location, date and number and gender of the participants are presented in Table 2.

Table 2 Focus Group Location and Participation

Location and Date of Focus Group	No. of Participants	Gender	
Mount Royal College June 3, 1994	5	Female	
Southern Alberta Institute of Technology June 8, 1994	4	Male	
Mount Royal College June 9, 1994	4	Female	
Calgary YWCA June 14, 1994	6	Female	
TOTAL	19	15 Female	4 Male

Of the 19 individuals who participated in the focus groups, two (11%) were between 18 and 20 years, eight (42%) were between 21 and 23 years and nine (47%) were between 24 and 26 years of age. Fifteen participants (79%) were single and all had some post-secondary education with six (32%) having completed a degree or diploma and two (11%) with some post-graduate education. Ten participants (47%) were students, 10 (47%) worked part-time and three (16%) worked full-time. Six participants lived with their parents (32%) and four lived alone (23%).

2.5 Unobtrusive Measures

Unobtrusive measures included such research activities as tracking telephone calls and correspondence, and identifying diffusion of the ads through reprints in various newspapers, periodicals and other print materials.

While most of the research activities relating to Strategy 1 occurred in 1994, future research activities will continue to monitor and be responsive to other outcomes and impacts of this strategy as they emerge. Final conclusions would not be drawn until the end of the study in 1996. It was also hoped that the iterative and reflective process involved in report preparation for each strategy would lead to some conclusions about current theory in the literature and that possibly the lessons learned in this study could be advanced for consideration and added to that theory base.

3.0 STUDY LIMITATIONS

Certain limitations are associated with the various research methods employed in this evaluation study. Due to this fact, the findings presented in this report should be interpreted accordingly. However, individual limitations are offset by the use of multiple sources of data as well as multiple methods of data collection. The limitations associated with the research methods employed in this evaluation are outlined below.

3.1 Document Review

The primary limitation on data obtained through the document review is the potential omission of relevant documents. As a result, documents which might be important to the evaluation may have been omitted due to a lack of awareness on the part of the evaluator or to the fact that they were not available.

3.2 Literature Review

Similar to limitations to document review, the primary limitations on data obtained through the literature review are the potential omission of relevant literature and the lack of availability of particular publications.

3.3 Interviews

Interviews are retrospective in nature and are, therefore, subject to memory decay. As a result, interview data are limited by the evaluator's inability to judge the accuracy and completeness of responses, nor is it possible to ascertain if the respondent is re-interpreting events for an unstated purpose.

3.4 Focus Groups

Focus groups are particularly useful for exploratory research where little is known about the phenomenon of interest. They provide quick results, are cost-effective to run and are free-flowing in structure, thus offering rich data of a qualitative nature. However, Stewart & Shamdasani (1990) suggest that limitations include: 1) the small number of participants involved which limits generalization of results to a larger population; 2) group interaction which may have an undesirable effect on responses obtained due to bias or dominance of particular group members; 3) the "live" and immediate nature of data obtained which may place undue credibility on results; 4) the open-endedness of the format which makes a summary form of analysis difficult to accomplish; and 5) moderator bias which may influence the nature of responses.

With regard to the focus groups conducted for this study, all were held in the Calgary area to lower research costs and thus may not be representative of views in other parts of the province. A self-selection process may have occurred as participants volunteered to be involved in the focus groups and may have held stronger views (either positive or negative) than those of non-participants. Participants tended to represent target group members in post-secondary institutions or who were employed and thus excluded those who were unemployed.

3.5 Unobtrusive Measures

The main limitation is the potential for incomplete data due to either inaccurate or incomplete tracking, or lack of awareness of publication.

This chapter has provided an overview of the evaluation process, both for the overall evaluation of the Young Adult HIV/AIDS Prevention Program and for Strategy 1. It has also presented a Data Collection Matrix which outlined the objectives, research questions, and types of analyses most appropriate to those objectives. These data collection methods were discussed as were the limitations associated with the various methods employed. The following chapter presents the research findings related to the implementation of Strategy 1.

Chapter 3 Strategy 1: Implementation Process

1.0 STRATEGY 1 – INITIATION

In February, 1993, staff at the contracted advertising and public relations firm, Parallel Strategies, developed a communications plan for Strategy 1 based on the goals developed by the Working Group. The plan stated the following objectives:

1. To increase the perception among the target group that they are at risk of contracting HIV/AIDS (*I am at risk.*)
2. To change risky behaviours (*I can reduce my risk.*)

A two-phased approach was envisioned to conduct this plan, as follows:

Phase 1 To identify and solicit campaign sponsors for newspaper space, advertising copy and media (e.g., posters, calendars).

Phase 2 To implement the campaign.

According to Sparks (1994), as work proceeded on Phase 1, several changes were made to the original plan. Instead of developing one sponsorship package for the Strategy, individual letters and proposals were developed to solicit support from potential private sector sponsors. As the campaign hinged on the involvement of key newspapers, the staff at Parallel decided to refrain from contacting advertising agencies until confirmation of newspaper participation was obtained. In particular, staff at Parallel hoped for the commitment of the Publisher of *The Calgary Sun* as it was deemed critical to the success of the campaign. Meanwhile, they went ahead and prepared letters and proposal packages. Parallel staff met with the Working Group to discuss possible risk messages. They boiled the many risk reduction messages advanced by the Working Group down into two main messages:

Message A Personalizing risk and the need for immediate action/behaviour change

Message B Risk reduction as broader informational campaign

Staff then developed creative briefs around these two messages and described the *creative challenge* for each message as outlined on the following page.

Message A

Convincing young women (and indirectly, their male partners) that they are at risk of contracting HIV/AIDS.

Creative Focus:

Make the risk personally relevant

Suggested Approaches:

- *Link the fear of personal violation to HIV/AIDS*
- *Capitalize on the feeling that life is unfair and unpredictable*
- *Illustrate the risk by showing how liaison with one partner can easily include up to 300 of their partner's partners*
- *Periods of loneliness and/or low self-esteem are relevant to this audience. — Create recognition that during these periods they are at greater risk because of these feelings.*

Parallel Strategies Creative Brief, October, 1993

Message B

Get young women talking about ways to reduce risk

Creative Focus:

Being informed, educated, prepared and intelligent about ways to reduce risk is appealing, attractive, intelligent, sexy and sensitive. It doesn't mean you are promiscuous, it means you are smart.

Parallel Strategies Creative Brief, October, 1993

After Strategy 1 was completed, members of the Working Group reflected on these messages and indicated that a key message about alcohol and risky sexual practice had been lost during this process.

In October 1993, major Alberta newspapers were approached. A representative from Parallel, a member of the Working Group and staff from the Provincial AIDS Program met with the Publisher of *The Calgary Sun* and presented their proposal. According to Wiggan (1994), it was formulated around a social marketing-business concept. The relationship proposed was that the paper would provide free advertising space for the campaign for eight full-page ads, one a week for eight weeks. This contribution would then boost *The Sun's* image as a socially responsible corporate citizen to both their general readership and to the ad agencies who often purchased advertising space from them. While the creative execution would be left up to the advertising agencies, the newspapers would have a right to veto any ad which was deemed to be inappropriate for their readership.

The Publisher of *The Calgary Sun* said later (King, 1994) that he was captivated by the idea and was anxious to demonstrate the paper's community involvement. However, he was aware of the potential risks which might be associated with coming out strongly on a controversial topic such as AIDS. He held extensive meetings with his editorial staff and persuaded them to commit to the project. At the same time, the Publisher of *The Edmonton Sun* agreed to be involved. For each newspaper, the estimated value of the free advertising was about \$18,000 to \$20,000 so this was a significant investment.

Staff at Parallel suggested offering *The Suns* exclusive coverage of the campaign but staff at the Provincial AIDS Program preferred a more inclusive approach and requested that the opportunity be open to include all newspapers in the province. While letters of invitation were also sent to the other provincial dailies, including *The Calgary Herald* and *The Edmonton Journal*, none of them committed to the project, indicating that *The Suns'* coverage of this program left the others free to support other social and health issues. However, they also indicated that they would try to offer editorial support. The weekly papers in Alberta had concerns about providing free space for advertising; however, *The Grande Prairie Tribune* agreed to run several of the ads at one-quarter page size later in the campaign.

Meanwhile, during the fall of 1994, the project was delayed. Parallel had experienced a number of staffing changes and time was required to re-establish a working relationship before Ministerial permission was granted to proceed with Phase 2.

At the same time, an unrelated AIDS supplement was printed by North Hill Web Printers and distributed by *The Calgary Sun* as an insert for World AIDS Day on December 1, 1993. It was a 22 page supplement sponsored by the AIDS Calgary Awareness Association and was entitled *Strong Lives, Strong Communities*. It contained a number of worthwhile articles and interviews on topics related to AIDS. Unfortunately, the advertisement on the back cover was a provocative photograph of three naked and intertwined bodies, one female and two males. The caption read, "Prevention, it's the beauty of the disease . . . with compassion and education." It was an advertisement sponsored by a hair salon. Nearly 100 calls were received by *The Calgary Sun* as well as at least three letters of complaint. The Publisher admitted that this unrelated incident was prejudicial to the Young Adult campaign and had a negative impact on *Sun* staff. They reconsidered their involvement in the campaign but were persuaded by staff at both Parallel and the Provincial AIDS Program to remain.

The Working Group and staff at the Provincial AIDS Program wanted the submission of creative material to be an open competition for all graphic artists. However, when Parallel representatives met with the Association of Alberta Advertising Agencies (4A's) on December 2, 1993 to solicit their partnership in the Strategy, they presented the campaign as an opportunity which was exclusive to member agencies. They were asked to provide the creative material for eight full-page ads. Eight agencies, based on a first-come, first-served basis, were selected to participate in this non-competitive process. A ninth was deleted due to late submission of interest. The agencies included:

Parallel Strategies, Calgary
Young and Rubicam, Calgary
Highwood Communications, Calgary
Ogilvy and Mather, Calgary
Derek Coke Kerr & Associates, Edmonton
Continental PIR, Edmonton
Palmer Jarvis, Edmonton
Calder Bateman, Edmonton

When staff at the Provincial AIDS Program again asked that the process of submission be more inclusive by inviting other graphic artists to participate, Parallel agreed but two of the original eight agencies threatened to withdraw from the process if it became competitive instead of invitational. After further discussion between Parallel staff and members of the Provincial AIDS Program, the original scenario was re-instated for the eight agencies and the Strategy proceeded.

On December 20, 1993, one of the two creative briefs was sent out on a random basis to each of the eight agencies. The creative execution and subsequent production of the ads was left entirely up to each agency, subject to review for relevance and taste. Each agency and creative team would be credited for their involvement. The product would then be in the public domain for additional use in the future, a key aspect of the program. The briefs clearly set this out:

By participating in this project, you agree to have the work you produce placed in the public domain. We want it to be used as widely, and in as many ways, and as many places as possible without constraint. This means that if you use photography or illustration or other suppliers that would normally retain copyright of the material you must obtain the appropriate release.

The briefs also included a diagram of the proposed advertisements which would measure 10.25 inches by 14.25 inches. At the bottom would be a one-inch footer with one third of the space reserved for the newspaper logo/sponsorship and two thirds reserved for the agency acknowledgement/sponsorship.

The review team was comprised of the Publishers of the *Sun* newspapers, a representative from the Provincial AIDS Program and a representative from the Working Group. Revisions could be requested but submissions could also be vetoed if desired. In the case of a rejection or withdrawal, the review team could then select a second submission from that agency or request another agency to submit an ad. All production costs were to be borne by the agencies.

The deadline for creative submissions was February 9, 1994 for a campaign commencement date of March 15, 1994.

2.0 STRATEGY 1 – PUBLICATION INFORMATION

2.1 Submissions

The advertisements submitted by the various advertising agencies are summarized in Table 3.

Table 3 Submissions to Strategy 1 by Advertising Agency

Advertisement	Advertising Agency
<i>AIDS Victims</i>	Calder Bateman
<i>WARNING!</i>	McKim Baker Lovick/ MBL/BBDO [Alberta]
<i>Two minutes* of ecstasy</i>	Continental PIR Communication
<i>Bungee Cord</i>	Young & Rubicam Advertising
<i>Menswear</i>	Parallel Strategies Inc.
<i>To Die For</i>	Palmer Jarvis Communications
<i>Dressed to Kill</i>	Parallel Strategies
<i>Love Insists</i>	Student
<i>Screwed by 300</i>	Ogilvy & Mather West
<i>Good in Bed</i>	Ogilvy & Mather West (second submission)
<i>Mother and Child</i>	Calder Bateman (second submission)

It can be seen that 11 ads were submitted for publication. (Each advertisement, with details about its preparation, is presented in the following section of this report.) It must be noted that one ad, *Love Insists*, was not a Strategy 1 ad at all, nor was it an agency submission, but rather was the winner of the Strategy 2 poster competition (reported under separate cover).

2.2 Timing

The Sun newspapers planned to provide space for the ads on a weekly basis. Publication by day of the week is presented in Table 4:

Table 4 Ad Publication by Day of the Week

Day of the Week	The Calgary Sun	The Edmonton Sun
Monday	3	-
Tuesday	1	-
Wednesday	1	1
Friday	2	1
Sunday	1	6

While the majority of ads published by *The Edmonton Sun* occurred on Sundays, which was also their largest circulation day, publication days in Calgary were varied with Mondays and Fridays occurring more frequently. When the Publisher of *The Calgary Sun* was asked why only one of the eight advertisements was published on a Sunday, he responded that Sunday was the paper's most family-oriented day and staff may have chosen not to run them then (King, 1994). In addition, Sunday was the most expensive advertising day and when choosing between a paying ad and a non-paying one, the paying ad took precedence.

2.3 Readership

In terms of readership statistics, Table 5 provides a breakdown of *The Calgary Sun* and *The Edmonton Sun* readership by day of the week, target age group and gender:

Table 5 Readership by Day of the Week, Target Age Group and Gender

Readership	<i>The Calgary Sun</i>		<i>The Edmonton Sun</i>	
	Weekdays	Sundays	Weekdays	Sundays
Total Readership	207,600	206,100	205,200	235,800
Age Group:				
18 - 24 (19 %)	39,444	35,037	34,844	44,802
25 - 26 (estimate)	12,456	12,778	11,491	11,790
Total Target Group Pool	51,900 (25 %)	47,815 (23 %)	46,375 (23 %)	56,592 (24 %)
Target Group (Males)	30,102 (58 %)	25,820 (54 %)	27,825 (60 %)	31,691 (56 %)
Target Group (Females)	21,798 (42 %)	21,995 (46 %)	18,550 (40 %)	24,901 (44 %)

Based on this readership information, it can be concluded that the ads had the potential of reaching between 18,500 and 25,000 young women in Edmonton (approximately 9.8% of *The Edmonton Sun's* readership) and 22,000 in Calgary (approximately 10.6% of *The Calgary Sun's* readership).

2.4 Advertisements Published

While a straightforward eight-week campaign was envisioned, with each newspaper publishing the same advertisement on a specific day, in fact the ads were presented on a broken front and not every ad was published by each paper. Table 6 provides a breakdown of actual advertisements published:

Table 6 Publication of Advertisements by Newspaper

Advertisement	Publication Information			
	<i>The Calgary Sun</i>		<i>The Edmonton Sun</i>	
	Day of Week & Date	Sequence	Day of Week & Date	Sequence
<i>AIDS Victims</i>	Withdrawn by agency	-	Withdrawn by agency	-
<i>WARNING!</i>	Monday March 14	1	Rejected	-
<i>Two Minutes* of Ecstasy</i>	Monday April 18	6	Sunday March 20	1
<i>Bungee Cord</i>	Tuesday March 22	3	Wednesday March 30	3
<i>Menswear</i>	Monday March 28	2	Sunday March 27	2
<i>To Die For</i>	Wednesday April 6	4	Sunday April 3	4
<i>Dressed to Kill</i>	Friday April 15	5	Sunday April 10	5
<i>Love Insists (poster)</i>	Not available	-	Sunday April 17 (due to gap in ad production)	6
<i>Screwed by 300</i>	Rejected	-	Rejected	-
<i>Good in Bed</i>	Friday April 29	7	Sunday April 24	7
<i>Mother and Child</i>	Sunday May 1	8	Friday May 6	8

It can be seen that the campaign ran in Calgary from March 14 – May 1, 1994 and in Edmonton from March 20 – May 6, 1994. Six of the ads were published in the same order, two ads were only published by one newspaper each, one ad was withdrawn by the ad agency due to technical difficulties, and one ad was rejected in Calgary while two were rejected in Edmonton.

2.5 Sponsorship

It was originally planned that the campaign would be community-driven with the Provincial AIDS Program acting as a catalyst for the publication of the ads. The staff there recognized the tendency for government publications to opt for so-called “safe” messages which would not offend anyone. Research had indicated that safe messages were not what this target group preferred and so the campaign was premised on corporate sponsorship rather than Alberta Health sponsorship. It was hoped that private ad agencies could develop messages which were relevant to this age group as they operated in a less restrictive environment. The creative briefs indicated that the footer would be shared by the appropriate newspaper and the advertising agency responsible for that specific ad.

The Publisher at *The Edmonton Sun* chose not to publish the first completed ad, *Warning!* and instead, before he would proceed, requested additional statistics and documented evidence to validate the data that had already been provided in campaign briefs.

On March 14, 1994, *The Calgary Sun* did publish *Warning!* but chose to withdraw its logo from the footer. As a result, MBL/BBDO [Alberta], An Agency of the BBDO Worldwide Network, appeared to be the sole sponsor of the ad.

The Publisher of *The Calgary Sun* indicated that there were several reasons for this change in plan (King, 1994). He commented that the newspaper was prepared to carry the ads but not to endorse them. There was a fear that many other groups would ask for space for similar purposes and the paper did not want to set a precedent. He interpreted the move of the Provincial AIDS Program away from safe messages and direct sponsorship as “backing off” the ads and allowing corporate sponsors to assume all the risk.

Simultaneously, *The Calgary Sun* added the phrase, *Abstinence remains an option*, to the footer of the ads, in acknowledgement of another current issue related to condoms in schools, and in order to provide some coverage of this alternate option. It was also hoped that some anticipated backlash could be avoided in this way.

As the withdrawal of *The Sun's* logo made the advertising agencies appear to be sole sponsors of the campaign, the Provincial AIDS Program determined to make its association with the program clear and to stress the fact that the campaign was a business-government partnership. As a result, a phrase was added to the footer of subsequent ads to contact the Provincial AIDS Program for information. A telephone number was provided.

3.0 FEEDBACK FROM THE ADVERTISING AGENCIES

During the months of May and June, 1994, the creative teams at the advertising agencies who had been responsible for submissions to Strategy 1 were interviewed. The interview format is provided in Appendix 1.

They indicated that they had all heard about Strategy 1 through their provincial organization, known as the 4A's. They indicated that they had been attracted to the campaign for the following reasons:

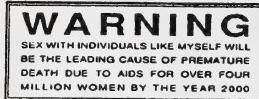
**Table 7 Reasons for Campaign Involvement by Ad Agencies
(n = 8)**

Comment	Frequency
Campaign was a good cause	5
Provided a creative opportunity/had show potential	2
Was interesting	1
Agency's corporate policy	1
No compromise required in preparing the creative	1

The creative teams were then asked a series of questions relating to their specific submission including the challenge they were addressing, the development process they went through and the difficulties they had encountered in preparing their advertisement. These responses are summarized in the following section.

Objective:	To use the names of people with AIDS, particularly women: <i>The issue is remote for people in Alberta and we wanted to personalize it . . . like "Donna, 1992".</i>
Process:	The Edmonton AIDS Network provided the names of AIDS victims but there were no women's names on the list.
Difficulties:	After the ad was created, the AIDS Network became concerned about confidentiality issues and wanted clearance from the families of individuals whose names would be published. The agency ran out of time before these issues could be resolved. <i>We withdrew the ad ourselves.</i>

If you're male,
have more than one
sexual partner
and don't use condoms,
we suggest you
attach this to the
front of your pants.



ABSTINENCE REMAINS AN OPTION

SPACE FILED BY
MBI/BBDO [Allentown]

Ad Name:

WARNING!

Date Published:

Calgary Sun - Monday, March 14

Ad Agency:

McKim Baker Lovick/MBL/BBDO

Challenge:

A

Objective: The ad was directed at women although it appeared to be directed at men.

This one has more attitude, pokes more fingers. . . We got the message across without insulting [women]. We did insult some men but that was a lot of fun.

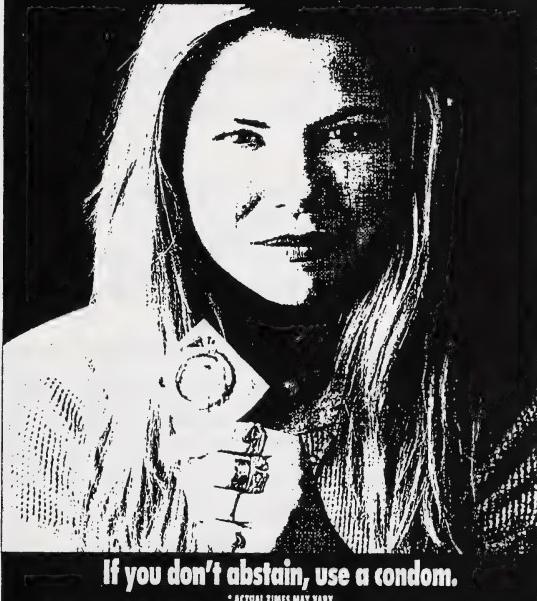
Process: This ad became the first of the campaign because the first ad (*AIDS Victims*) was withdrawn.

We like running first. . . . There was a time constraint. The way the ad turned out is because there wasn't a lot of time to do art work and visuals. We had a number of concepts, none visually oriented, and agreed around the office on 4 or 5 options. We wanted to get the opinion of women in the office. Everyone went for this version.

Difficulties: *The Calgary Sun* decided to run the ad without their logo on it. Thus it appeared that the ad was solely sponsored by McKim Baker Lovick/MBL/BBDO. The agency was not aware of this change until the ad was published.

The Edmonton Sun chose not to run this ad.

**Would you trade the rest of your
life for two minutes* of ecstasy?**



If you don't abstain, use a condom.

* ACTUAL TIMES MAY VARY

ABSTINENCE REMAINS AN OPTION.

Continental PIR

1-800-424-1942

Photo © Ed Rendell / Photo Sun-

Name:

TWO MINUTES* OF ECSTASY

Date Published:

Edmonton Sun

-

Sunday, March 20

Calgary Sun

-

Monday, April 18

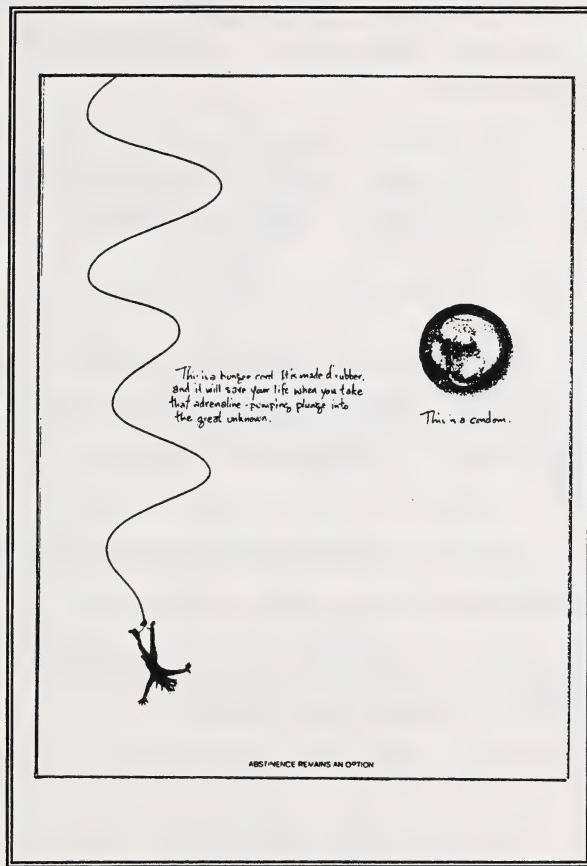
Ad Agency:

Continental PIR Communications

Challenge:

B

Objective:	The Interviewee was unable to provide this information as he had not been present during the creative process.
Process:	<p>The agency felt that they had free reign in the development process. A stock photo was used.</p> <p><i>The staff felt very excited about it. They felt it was a great ad. We weren't using it as a showcase but we felt we should signature the ad.</i></p>
Difficulties:	<p>The agency used a stock photo because they had trouble finding a model that was comfortable having their face associated with AIDS.</p> <p>The Publisher of <i>The Calgary Sun</i> felt that the ad could be interpreted as promoting sexual activity and asked the agency to change the ad by removing the asterisk. The agency refused because although staff agreed that the Publisher could veto the ad altogether, he could not change the message. Heated discussion ensued between the agency and the Publisher but the situation was mediated by the representative from Parallel Strategies. It was the first ad run in <i>The Edmonton Sun</i> but <i>The Calgary Sun</i> did not run the ad until near the end of the campaign.</p> <p>Staff at Parallel indicated that the entire campaign nearly broke down over this issue.</p>



Name:

BUNGEE CORD

Date Published:

Calgary Sun

-

Tuesday, March 22
Wednesday, March 30

Edmonton Sun

-

Ad Agency:

Young & Rubicam Advertising

Challenge:

A

Objective: While the agency was assigned Challenge A, the creative members felt that they were responding to Challenge B. The agency did not want to target young women directly because they felt that AIDS was not gender-specific.

We wanted to be really careful not to insult young men. . . . I didn't want to preach to them. Everyone approaches things with a certain amount of risk. The best you can do is ask someone to think about it.

Process:

The Toronto office of Young & Rubicam sent out some ideas but they were deemed inappropriate because they all related to death (not an immediate consequence). Instead, an approach was used similar to that used by AADAC and the issue was addressed in a non-judgemental way.

[The ad] shouldn't scare people away from the issue.

Difficulties: The creative team argued a lot about the ad. They felt it was obscure compared to others in the campaign.



MORE WOMEN ARE BUYING MENSWEAR. It's not taboo. It's smart.

More women are buying condoms because they can prevent the spread of HIV – the virus that causes AIDS. But we don't want this to be a case of 'all action and no talk'. Because a large part of the population is unaware of the risk.

So talk. To your partner, your family, and your friends. If word spreads quickly, the virus won't.

AIRLINE FLIGHTS REMAIN AN OPTION
Creative : Parallel Strategies Inc. Photography : Greg Gerk, West End Photography

Name: **MENSWEAR**

Date Published: Edmonton Sun - Sunday, March 27
 Calgary Sun - Monday, March 28

Ad Agency: Parallel Strategies Inc.

Challenge: B

Objective:	The agency had many possible conceptual directions.
Process:	The creative team was all male and so they were anxious to get feedback from some women. They spread out about a dozen concepts in their board room and had all the women in the office vote for the one they liked best.
Difficulties:	<p>The first version of this ad had a visual of an unrolled condom. This was vetoed by <i>The Calgary Sun</i>.</p> <p>The team found Challenge B difficult to execute because it is hard to get factual information across.</p>



to die for

Young women are dying.
Never forget it...
AIDS is a woman's
disease, too. And
practicing safer sex
is a woman's right.
Use a condom...
Use it properly.
And use it every time.
Remember,
AIDS knows no gender.
And no mercy.

Advertisement created by
Palmer Jarvis Communications.

Absstinence
remains an option.

Name:

TO DIE FOR

Date Published:

Edmonton Sun
Calgary Sun

-

Sunday, April 3
Wednesday, April 6

Ad Agency:

Palmer Jarvis Communications

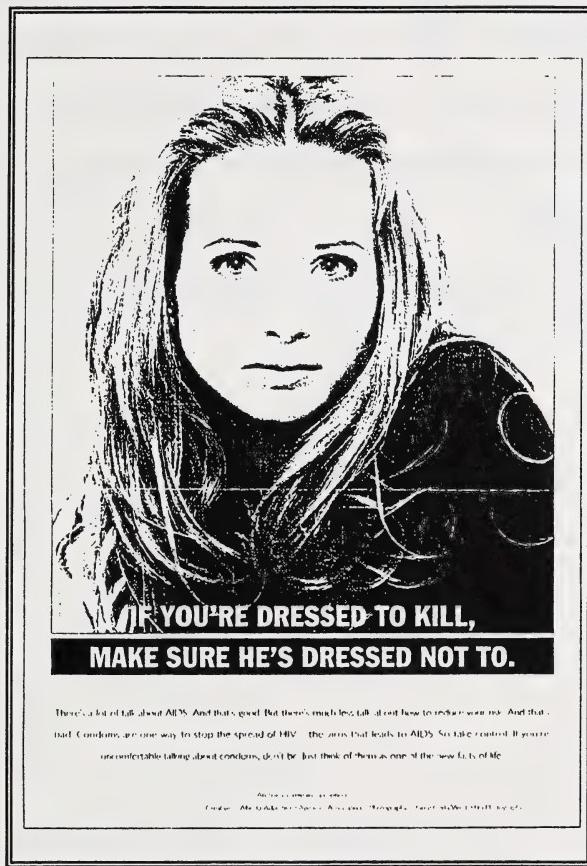
Challenge:

B

Objective:	The creative team tried to cover both challenges but focused more on A: A Directed primarily at young women, a hard-hitting approach to convince them that they are at risk B Talked about AIDS in a softer way
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Process:	The team talked to young women in the target group and they rejected pictures of condoms saying that they had seen "hardware" so much, the shock value was lost. They agreed they would respond to a more emotional, scare tactic because their age group feels invulnerable. <i>Our ad goes after women in a way the other ads didn't. It could work for a gay population as well.</i> The team was busy with other clients and found it hard to get at a <i>pro bono</i> assignment. A representative from Parallel called and wanted their ad the next day; they got an extension. They brainstormed as a team and then worked on the creative individually. The Art Director did the layout in 3-4 hours.
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Difficulties:	Getting the right photo was a problem. It took two models and two shots to get the right look. <i>Once we were committed to the project, our quality, originality and integrity had to be maintained. Our creative credentials were on the line.</i>
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Name:

DRESSED TO KILL

Date Published:

Edmonton Sun

-

Sunday, April 10

Calgary Sun

-

Friday, April 15

Ad Agency:

Parallel Strategies

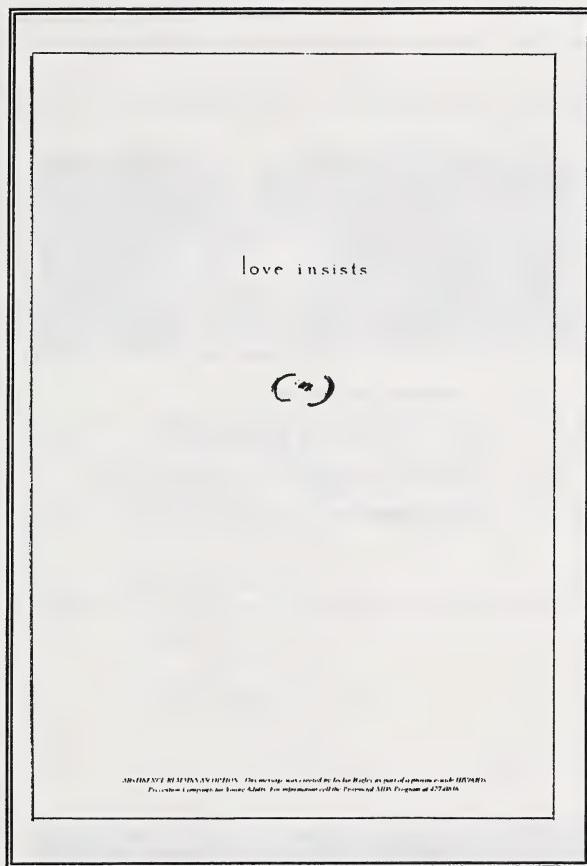
Challenge:

B

Objective: This was another of the many possible conceptual directions that the agency developed.

Process: This ad was also selected by the women in the ad agency's office.

Difficulties: None



Name:

LOVE INSISTS

Date Published:

Edmonton Sun - Sunday, April 17

Source:

Student Winner, Strategy 2 (Poster)

Rationale:

A slow-down in creative production had occurred because *Screwed by 300* was rejected and this left *The Edmonton Sun* with space to fill. As a result, the decision was made by staff at the Provincial AIDS Branch to run the winner of the poster campaign.



**Have unprotected sex
with someone just once
and you've been screwed by
300 people**

Unprotected sex can be very crowded, and very risky.

Because not only are you at risk from your partner,

but all of his previous partners, all of their partners -

Literally hundreds of people.

And if any of these strangers is one of the thousands of
people in Alberta who are HIV positive, then you're
really screwed.

The risk is especially high for women. It's a lot easier for you
to get infected with AIDS from a man than it is for a
man to catch AIDS from a woman.

Take a stand on AIDS. If you've had unprotected sex, see
your doctor for an AIDS test. It's easy and the test is
confidential. And don't risk unprotected sex again.
Use a condom.

Don't let hundreds of strangers between you and your
partner.

ADVERTISEMENT DONATED BY Ogilvy & Mather West

SPACE DONATED BY THE SUN NEWSPAPER

ABSTINENCE REMAINS AN OPTION

Name: **SCREWED BY 300**

Date Published: Never Published

Ad Agency: Ogilvy & Mather (West)

Challenge: A

Objective: There were many possible conceptual directions.

Process: The agency felt that the brief created by Parallel was excellent.

We sat down with the creative director, all hands on deck – everyone wanted to be involved, and provided an opportunity for all creative staff.

They had about 20–30 ideas and got responses from the eight women in their office. This resulted in three final concepts which were submitted.

Difficulties: The review committee had approved the ad with some reservation but *The Edmonton Sun* refused to run because the Publisher felt that the word *screwed* was not acceptable. Staff supported this position by referring to the advertisers' guidelines. *The Calgary Sun* rejected it as well.



Are you good in bed?

Good question. Thanks to AIDS, being good in bed is a matter of life or death.

Do you know that unprotected sex not only puts you at risk from him, but all of his previous partners and all of their partners? Perhaps one of the thousands of men and women in Alberta infected with the virus that causes AIDS?

Do you know the risk is especially high for women? It's a lot easier for you to get infected with AIDS from a man than the other way around.

Here's how to be good in bed. First, if you've had unprotected sex, see your doctor for an AIDS test. It's easy and the test is confidential. Next, don't have unprotected sex again. Reduce the risk with a condom.

So, are you good in bed?

AN OGLIVY & MATHER WEST, PIONEERED BY SECT 1110, AS PART OF A PROVINCE-WIDE PREVENTION CAMPAIGN FOR YOUNG ADULTS.
FOR INFORMATION, CALL THE EPIDEMIOLOGIC LINE 877 442-2211. ANONYMOUS IS STILL AN OPTION

Name:

GOOD IN BED

Date Published: Edmonton Sun — Sunday, April 24
Calgary Sun — Friday, April 29

Ad Agency: Ogilvy & Mather West

Challenge: A

Objective:	This was another of the agency's many possible conceptual directions.
Process:	The agency started over, cognisant of what might be rejected.
Difficulties:	Time constraints.

**You don't have to
be famous...**

**You only have to
be human.**

It's funny how dramatic a disease can be. It can come from any place and affect hundreds, then thousands of people unexpectedly in a short time. Women are 17% of new HIV/AIDS cases in Alberta... and rising. Young people are 29%, with cases all across Alberta. Every community needs to find its solutions. Every person needs to understand and we all need to talk about it.

Anonymous, a mother and child

This message was created as part of a province-wide HIV/AIDS prevention campaign for young adults. For more information call the provincial AIDS Program at 427-0836.

Creative by Calder Bateman. Photography by Distant Shores

Name:

MOTHER AND CHILD

Date Published:

Calgary Sun
Edmonton Sun

-
-

Sunday, May 1
Friday, May 6

Ad Agency:

Calder Bateman

Challenge:

A

Objective: The agency tried to be thought provoking and to take a different angle from the other ads.

You can talk to most target groups by talking around them e.g., the best ads for teens never look like you are talking to them but rather that you are talking to adults and they are listening in.

Process: It took the agency 5–6 days to make the ad. The models really were a mother and child. There was no problem getting a model; more than one was willing to do it.

The copy and approach were detached enough that it wasn't perceived as a mother with AIDS. We were looking at it globally and didn't want to create an exclusivity to women or treat it too much like a women's issue. We knew it would be the last ad so it had to be a serious and reasonable way to end the series. We deliberately played against the stereotyping in Alberta. It was a little more esoteric and philosophical. It would appeal to young women but might be read by opinion leaders as well. As a result it may accomplish something different.

A lot of younger women will relate but the language may be off-putting, e.g., democratic. I like to use words on the edge of their vocabulary that they know and may not use, to put it in a slightly peculiar way and they may not relate to it. People retain things they may not have liked at the moment. Sort of an influence post hoc. I tend to lean towards circuitous communication.

Difficulties: None

This chapter has provided a description of the implementation process for Strategy 1 of the Young Adult HIV/AIDS Prevention Program. The initiation of the strategy, including the development of the creative briefs and the engagement of the principal sponsors, *The Sun* newspapers and the seven advertising agencies was outlined. Publication information was reviewed including the number of ads which were submitted, the day of the week on which ads were published, the readership of the newspapers involved and a schedule of ad publication. Sponsorship issues were also described. Finally, each ad was reviewed, based on ad agency interview data, for the objective of the ad, the creative process involved and feedback received. The next chapter looks at early outcomes for Strategy 1.

Chapter 4 Strategy 1: Early Outcomes

This chapter describes a number of different outcomes of Strategy 1 which occurred in 1994, including the general public response to the publication of the ads received by Alberta Health and the newspapers; advertisement-specific feedback both from the focus groups, and as received by the ad agencies, the newspapers and Alberta Health; and spin-offs to Strategy 1 during the campaign and until the end of 1994. Finally, a summary of early Strategy 1 outcomes is provided.

1.0 GENERAL PUBLIC RESPONSE TO PUBLICATION OF THE ADS

1.1 At Alberta Health

Once the Provincial AIDS Program provided their telephone number on the footer of the advertisements, staff began to receive calls in response to the ads. Table 8 provides a breakdown of these calls:

**Table 8 Telephone Calls Received at Alberta Health, Strategy 1
(n=18)**

Response to Ads	Positive	Negative
Gender:		
Male	5	3
Female	6	4
Total	11	7
Location:		
Edmonton	7	5
Calgary	3	1
Other*	1	1
Total	11	7

Overall, it can be seen that the Program received 18 calls over the course of seven weeks. Eleven out of the 18 calls, or 61% were supportive of Strategy 1. Typical comments received are provided in Table 9:

**Table 9 Typical Comments in Phone Calls Received by Alberta Health,
Strategy 1**

Typical Comments	Frequency
Supportive:	
Requested information re: testing or statistics	3
Liked tone of messages	3
Requested copies or usage of creative	2
Encouraged campaign expansion	2
Mixed:	
Messages contradict each other (i.e., condom use versus abstinence)	2
Concerns:	
Abstinence should be stressed more/only	5
Condoms not fool-proof/failure rate	2
AIDS a gay disease/homophobic comments	2

Other miscellaneous comments included an offer of additional creative material, a request for copies of the ads for a junior high class, a request to publish the creative material in Nation Tree Press, a comment in support of advertising the Rite number, and a suggestion to put the ads on television.

While it is difficult to interpret exactly what this response indicates, it appears to be fairly limited in scope, bearing in mind that Alberta Health receives 100–200 calls every day from the public on any number of topics related to news items, personal needs or health care insurance issues (Sproule, 1995). Generally, people are more likely to call with concerns rather than compliments.

A limited amount of correspondence was received regarding the campaign. Table 10 provides a breakdown of these letters:

**Table 10 Letters Received at Alberta Health, Strategy 1
(n=3)**

Response to Ads	Positive	Negative	Neutral
Gender:			
Female	1	1	1
Total	1	1	1
Location:			
Edmonton	1	1	1
Total	1	1	1

Overall, it can be seen that the program received only three letters, all from women, over the course of seven weeks. The letters represented differing views with one indicating concern with the campaign, one indicating support and offering to volunteer, and one neutral letter requesting additional information about the campaign process. Typical comments received are provided in Table 11:

Table 11 Typical Comments In Letters Received by Alberta Health, Strategy 1

Typical Comments	
Positive/Neutral:	
	<p><i>I am interested in the project's purpose, particularly, because the campaign is focusing its efforts toward young adult women, a segment of society that I represent. I would like to know more about the campaign and if any volunteers are required.</i></p> <p><i>I am taking a business writing course, where the current assignment is to do a research paper. . . I immediately noticed your current campaign . . . [and] was hoping I could get some comments from you.</i></p>

Table 11 Typical Comments In Letters Received by Alberta Health, Strategy 1

Typical Comments
<p>Concerns:</p> <p><i>I feel that an ad like this does a dis-service [sic] to our Edmonton young people. At the very least, you should have printed the failure rate of condoms in preventing pregnancy, which is 15%. As a girl or woman can only get pregnant one or two days per month, one can only guess what the failure rate would be in preventing disease, which is spread 365 days a year.</i></p>

The concerned correspondent enclosed a copy of an ad sponsored by Focus on the Family in the *Sunday Sun*, September 20, 1992, entitled *In Defense of a Little Virginity: a message from Focus on the Family*. The message of the ad can be summarized in its closing comment:

Begin to promote abstinence before marriage as the only healthy way to survive this worldwide epidemic.

It would be difficult to conclude anything about public response from this limited feedback.

1.2 At the Newspapers

Staff at *The Edmonton Sun* reported that they did not receive any feedback from the public about the campaign (Rodney, 1994). They were not surprised at this lack of response because they run ads for many different organizations. Typically, the public contacts the organization if they have concerns.

The Calgary Sun did receive feedback from the public. The Publisher did not have actual figures as typically many calls are handled by the newspaper's switchboard and are not necessarily recorded (King, 1994). However, he suggested that the positive response was higher than that generally received and may have reflected the support of health promotion advocates.

In April 1994, the Publisher had a lengthy meeting with representatives of the Alberta Standards Network, an organization "rooted in family values" to discuss their request for equal space to be allocated in the paper for the abstinence option. As a result of this interview, an article was published in *The Calgary Sun* which quoted the spokeswoman of this organization as saying that the campaign encouraged irresponsible sexual behaviour. The article continued:

"The ads don't say condoms fail or that sex should be practiced in a monogamous relationship, preferably in a marriage," said [the spokeswoman]. . . . one of the ads insults men and misleadingly suggests AIDS is a growing problem for young women. Instead, the majority of AIDS cases remains confined to the male homosexual community, she said.

Mike Fisher, The Calgary Sun, April 11, 1994, p.20

The article went on to point out that as of December 31, 1993, 533 young adults aged 20-29 had tested positive for HIV in Alberta and that one in six of these was female.

2.0 ADVERTISEMENT-SPECIFIC FEEDBACK

Responses to specific advertisements were received from a number of sources including from the advertising agencies, the newspapers, and the general public. In addition, four focus groups were conducted between June 3 and June 14, 1994 (approximately one month after the campaign ended) to obtain in-depth feedback from members of the Program's target group regarding specific ads.

What follows is an ad-by-ad analysis of feedback received from focus group members, and as received by the advertising agencies, the newspapers and Alberta Health.

2.1 Warning!

a) Focus Group Feedback

None of the focus group members had seen this advertisement before. While the participants agreed that this ad targeted both men and women, two of the focus groups felt that the ad's message was geared more toward males. As one participant pointed out, the ad was a reminder to women but a lot of women might read the "If you are male . . ." part of the message and flip past thinking that the ad was not meant for them. He went on to explain that if women did read the entire ad it would be equally effective for both men and women. In addition, the participants identified individuals who have had multiple partners and/or were already HIV-infected as possible targets.

Initially, the advertisement caught the attention of the focus group participants and made them want to read on to find out what the warning was about. The ad reminded other participants of the warning on cigarette packages.

The overall message of this advertisement, according to the participants, was that HIV/AIDS was a more serious issue than people thought. They felt that the ad's

message would make people think about their own mortality, their goals and their future and would encourage them not to take life for granted. The participants felt that this message was very important to their age group, especially to people in their twenties as many people did not think about how many partners someone had already had.

The participants liked the fact that the advertisement was eye catching and that it used statistics and humour to help get its message across. In addition, they felt that the ad did not talk down to the reader, it was simple and to the point and there were no pictures to distract the reader's attention. Other comments made by the participants included:

- *Men may be offended, may take it [the ad] seriously or may joke about it but they'll remember it. Hopefully the next time they have sex they'll use a condom.*
- *We tend to assume that nobody has it [HIV/AIDS] but this ad makes you think that anyone could have it. You can't tell by how [a person] looks. When you have a pretty girl or guy you tend to think that an ad is targeted at that type of person – the good looking people of the world. This ad is for everyone.*

The participants were concerned that the advertisement suggested that only women die from AIDS. In addition, the ad might make some people defensive. The participants also felt that there might be some confusion over the use of the word "have." The question they asked was – What if you "had" multiple partners in the past but are married or monogamous now? To them the ad suggested that, if this was the case, you were "off the hook." As well, they felt that many males who had multiple partners did not see themselves as being at risk and for this reason would think that the message in the advertisement did not apply to them.

b) Ad Agency Feedback

The ad agency had 15 responses. They received eight telephone calls in favour of the ad. Callers indicated that the ad got into the mindset of the target group. One caller with AIDS was very positive. As staff at the agency commented:

It was the like of which I have never seen before. We got a lot of positive feedback.

In addition they received two positive letters of commendation including one from a staff member at the local Health Unit.

The agency also received five telephone calls which indicated concern about the ad (three from women and two from men). The callers tended to misunderstand the purpose of the ad. One of the women was a waitress at a local early-morning

cafe and called as soon as she got the paper on behalf of customers and staff. The group thought that the ad was insulting to men by suggesting that condom use was only a man's responsibility, whereas it should be a woman's responsibility as well.

It is interesting to note that the ad agency had just undergone a name change. They were not listed in the telephone book under the name printed on the ad's footer. As a result, those people who did call the agency had to be motivated enough to track down their telephone number. The agency staff were surprised to get so many calls as generally they receive about one call per ad. They were also surprised the ad ran at all because it was so provocative. As one staff member commented in closing:

Either way [i.e., positive or negative] we were noticed.

c) Newspaper Feedback

This was the first ad to be submitted. Before it ran, the Publisher of *The Calgary Sun* withdrew the newspaper's logo from the ad and added the phrase *Abstinence remains an option*. He felt the ad trivialized a serious issue. This ad triggered the most response from the general public. It was not clear whether the withdrawal of the logo was a response to this ad only or an overall response to campaign implementation issues.

The Edmonton Sun chose not to run the ad at all.

d) Alberta Health

As the Provincial AIDS Program did not have its name on this ad, Alberta Health did not receive any specific feedback on this ad.

2.2 Two Minutes* of Ecstasy

a) Focus Group Feedback

Three of the focus group participants remembered seeing this advertisement before. The participants agreed that because of its picture, the ad primarily targeted women. However, the message was considered to be effective for both men and women. Two of the focus groups felt that the ad targeted a wide age range, one felt that it targeted a young age group (high school) and the other focus group felt that it targeted individuals aged 19–20 years.

Several of the focus groups thought, initially, that the advertisement was for condoms and not HIV/AIDS prevention. One focus group felt that because the ad

did not mention AIDS, younger people might think that it was referring to pregnancy or other sexually transmitted diseases.

The participants identified a number of messages that they felt this advertisement was trying to get across to the readers including the fact that abstinence was an alternative, that the risk was there even if you only had unprotected sex once, and that women should carry a condom.

- *You can abstain or use a condom but you can't have sex without a condom.*
- *It's not worth it!*
- *Don't give in to temptation.*

One participant was concerned that the ad's message suggested a trade-off. As she explained, the message suggested that if you use a condom you wouldn't experience the ecstasy. "Without the condom you are going to shoot rockets but if you use a condom you'll be safe." The participants did agree that the message the advertisement was trying to get across was important to their age group. One participant felt that it was important that the ad present abstinence as an option. According to another participant,

Most people our age wouldn't look at it that way. [They] are starting to but a lot of people still feel they can have as much fun as they want. They start smartening up when something happens to someone they know. They think they are immune to it [HIV/AIDS]. [This] goes with the age group and the whole macho image.

The participants felt that the advertisement was eye catching and felt that having someone holding the contraceptive was effective. They also felt that the serious expression of the model was effective and that the message was simple, short and easy to understand. One participant mentioned that you did not have to read the message to know that the model wanted you to use a condom. In addition, another participant suggested that the advertisement "comes from the solution point of view and not the causal point of view." On the other hand, several of the participants did not like the expression on the model's face (e.g., smug, moralistic). In addition, one participant did not like the fact that a time limit (i.e., two minutes) was given and another participant felt that a lot of people might not know what 'abstain' means. They suggested using a different word in the ad.

b) Ad Agency Feedback

The agency received several phone calls from colleagues, suppliers and friends and a letter from a woman in Calgary supporting it. One individual in Edmonton took exception to the fact that the ad appeared to be condoning pre-marital sex. Generally, respondents liked the humour and felt that the ad was strong, impactful and targeted.

The agency's Toronto office requested to use the ad with another client, the City of Toronto's Department of Public Health. Staff from a magazine called *Top Forty Focus*, requested a copy of the ad to reproduce in colour in their publication. It was only available in black and white, however, and it was not clear if *Top Forty Focus* went ahead with the ad.

Staff at the agency were surprised that models did not want their faces to be associated with the issue of AIDS even though they were members of the target group.

c) Newspaper Feedback

This was the first ad run in *The Edmonton Sun*. The Publisher of *The Calgary Sun* felt that the ad could be interpreted as promoting sexual activity and felt that the asterisk and related reference was silly. He asked the agency to change the ad. The agency refused. *The Calgary Sun* did not run the ad until near the end of the campaign.

Staff at both newspapers could not recall specific feedback received about this ad.

d) Feedback to Alberta Health

One caller with concerns about this ad called Alberta Health and commented that it "cheapened a lovely act."

2.3 Bungee Cord

a) Focus Group Feedback

One focus group participant thought that this advertisement was familiar and that he had seen it before. The participants felt that this advertisement targeted a more thrill-seeking, adventurous, older age group (e.g., “my parents age”). More specifically, the ad targeted primarily males because “they are more likely to go bungee jumping” and to be risk-takers.

When asked what the ad made them first think about when they saw it, one participant thought that it was a soft drink ad while members of another focus group wondered what the ad was about and what message it was trying to get across. One participant mentioned that the picture reminded her of an AGT ad.

The participants felt that the message that this advertisement was trying to get across was that a person should always protect him/herself especially when doing something risky. Participant comments included:

- *If the condom breaks you have to be ready for the consequences.*
- *You don't go into this risky business of jumping off a bridge without a bungee cord so you shouldn't go into the risky business of having sex without your condom.*
- *If you would protect yourself one way [bungee cord], why not the other [condom]?*

While two focus groups felt that this message was very important to their age group, a member of another focus group mentioned that “people our age already know about that prevention message.”

The focus group participants enjoyed the ad’s humor and creativity. They felt it was short and to the point. In addition, the participants felt that the ad did not talk down to them and that it made them think. For example, one participant commented that “this kind of thing [the ad] gets my attention just because I have to put together what’s being said.” Another participant thought that the ad would be good for a younger male (e.g., 17 years of age) who “doesn’t want anyone to see that he’s reading an AIDS ad.” However, the female participants, in particular, did not like a condom compared to a bungee cord. They also felt that the message needed more “punch” and “scare” to it.

b) Advertising Agency Feedback

The agency did not receive any calls about the ad.

c) Newspaper Feedback

The Publisher of *The Calgary Sun* reported some positive feedback was received regarding the humour in this ad. No other feedback was reported by the newspapers.

d) Feedback to Alberta Health

No feedback was received at Alberta Health which related specifically to this ad.

2.4 Menswear

a) Focus Group Feedback

Only one focus group participant thought that she might have seen this ad before. The participants agreed that this ad primarily targeted women.

According to the participants, the overall message that this advertisement was trying to get across was realistic and one that addressed the issues of responsibility, caution/safety and communication. As the participants pointed out, the ad suggested that women do not have to wait for a man to buy the condom and that women can “take care of things themselves.” All of the focus group participants agreed that this message is very important to their age group.

The focus group participants liked the wording of the advertisement and described it as effective and informative. They felt that the ad would empower women who might be shy about buying condoms and talking with their partners about using them. In addition, the ad provided advice and direction. For example, one participant argued that this advertisement “gives you a way of doing it instead of just prevention like a lot of other ads.” Other comments made by the participants included:

- *It [the ad] promotes people talking about it [HIV/AIDS].*
- *The ad is in-line with the fashion trend right now.*
- *It's a positive message as opposed to "This is going to kill you!"*

On the other hand, some of the participants felt that the advertisement was too wordy and that the picture of the condom might offend some people. In addition, the ad was not considered “eye catching.” One participant could not figure out what the condom was and thought that it was a drop of soap at first. Another participant was concerned that the message might reinforce the attitude of some men that if a woman does not supply the condom he does not need to use one.

b) Advertising Agency Feedback

The agency did not receive any phone calls or letters; however some clients commented about the advertisement in a positive way and several were able to remember it later when seen on display in the agency.

c) Newspaper Feedback

On April 3, 1994, *The Calgary Sun* published, as Letter of the Week, a letter from the Chief Executive Officer at Calgary Health Services commending the newspaper on the innovative ad *Menswear*. The letter went on to praise the approach used in this ad campaign:

In this time of cutbacks in the health area, programs such as this, by private sector companies, to promote positive health behaviours are important. The cost of caring for one person infected with HIV is approximately \$80,000. If only one person changes his or her behaviour the message has been worthwhile. I look forward to further health promotion messages in your paper.

d) Feedback to Alberta Health

No feedback was received at Alberta Health which related specifically to this ad.

2.5 To Die For

a) Focus Group Feedback

Only one focus group participant thought that he had seen the advertisement before. The majority of the participants felt that this ad targeted younger women (young teens to first year college). One focus group thought the ad targeted an older (over 30) age group.

The participants' initial impression of the advertisement was that it was a clothing ad (e.g., Levi jeans). Unless a reader looked at the entire ad he/she might not know that it was an ad for HIV/AIDS prevention.

The overall message of this advertisement was summed up by one focus group as "What you see is not necessarily what you get." The participants went on to explain that:

People who have AIDS can be happy, healthy, good looking. He [the model] looks so young and healthy most women would think 'I know a guy like this.' [The ad] will make them think twice about what they really know.

In addition, the focus group participants felt that the ad's message stressed responsibility, protecting yourself and asking the question – Is it (or he) worth it? The participants felt that this was an important message for their age group.

The participants liked the words used in the ad, the layout (i.e., the vertical columns like a newspaper) and the fact that the message was informative, and very simple and straight forward. In particular, two of the focus groups commented on the last two sentences of the advertisement. [*Remember, AIDS knows no gender. And no mercy.*] One of the female focus groups felt that the model in the advertisement did not look like a 'superstar' but could be the "guy next door." The focus group participants felt that the words, *To die for*, should be in bold print and framed as a question rather than as a statement. In addition, one of the focus groups felt that the expression on the model's face was not serious enough considering the seriousness of the message that the advertisement was trying to get across.

b) Advertising Agency Feedback

The agency did not receive any feedback from the public or the media.

c) Newspaper Feedback

The Publisher of *The Calgary Sun* reported that response was fairly favourable to this ad. No other feedback was reported by the newspapers.

d) Feedback to Alberta Health

No feedback was received at Alberta Health which related specifically to this ad.

2.6 Dressed to Kill

a) Focus Group Feedback

Several of the focus group participants thought that they had seen this advertisement before. They felt that this particular ad primarily targeted a younger, less informed “sub-population” of women who frequented bars. As one participant described them, “a younger crowd who spend an hour and a half getting ready to go out on Friday night.”

According to the focus group participants, the ad’s message was not direct enough and did not “jump out” at them. One participant felt that this could be an advertisement for date rape.

The participants felt that the overall message of this advertisement was that women needed to be more proactive, to make sure that they were protected and that “if you are dressed to kill, make sure that you behave responsibly.” While the participants agreed that this was an important message, one focus group felt that messages that empower women were more effective.

The participants felt that the caption would get people’s attention and liked the fact that the advertisement did not “beat around the bush.” The ad recognized that there was a big problem with HIV/AIDS but that people were not doing what they said they are going to do to protect themselves. They thought that the language used in the ad was simple and that the model looked like a typical teen. On the other hand, the participants thought that if someone did not read the small print they would not know what the ad was about. One of the female focus groups did not like the caption *‘If you’re dressed to kill’* because of the connection that is made between rape and the way a woman is dressed (e.g., she asked for it). They also felt that the ad implied that if a person did get dressed up and go out, she was “looking for sex.”

b) Advertising Agency Feedback

The agency did not receive any phone calls or letters; however some clients commented about the advertisement in a positive way and several were able to remember it later when seen on display in the agency.

c) Newspaper Feedback

The Publisher of *The Calgary Sun* reported some negative response to this ad. No other feedback was reported by the newspapers.

d) Feedback to Alberta Health

No feedback was received at Alberta Health which related specifically to this ad.

2.7 Good in Bed

a) Focus Group Feedback

One focus group participant thought that he had seen this advertisement before but could not remember where. The participants felt that this ad targeted a younger (e.g., teenage) age group primarily because, as one individual pointed out, “the model [in the picture] looks so young.” In addition, several of the participants felt that the ad targeted young couples. There was some disagreement as to whether the message was geared more towards women than men.

The participants’ first impression of the advertisement was that it was “eye catching” and “attention grabbing.” It reminded several of the participants of an article that you might see in a magazine like *Cosmopolitan* on relationships or “sex tips.” As one participant explained, she initially thought that this was “A how to” type of ad and could see how “teenagers might think that it [the ad] would tell them how to be good in bed – which it does in a round about way.”

According to the participants, the overall message that this ad was trying to get across was that “AIDS is a fact and this is what needs to be done.” As well, the message was to wear a condom and practice safe sex. Other comments made by the participants included:

- *Being good in bed is more than just performance. It's being responsible.*
- *Are you taking care of yourself?*

They felt that this message was very relevant and important to their age group. One participant felt that the ad might encourage and help someone to make the decision to be tested for HIV/AIDS (e.g., the test is easy and confidential).

When asked what they liked about the advertisement, the majority of the participants mentioned the picture (in particular the facial expression of the model) and the fact that the message was to the point, informative and thought provoking. One individual felt that the ad would succeed in getting important information across as the language used in the ad is appropriate to the target age group (teenagers). On the other hand, several of the participants felt that the ad was too wordy and “preachy” or lecturing and felt that the last paragraph talked down to the reader. For example, one participant explained that

When you get talked down to, especially with this topic, it's just one more reason to flip the page or to not pay attention to it or rebel against it.

The last paragraph reminded another participant of a mother or old school teacher wagging her finger at her and telling her "Now don't do that anymore." The participants agreed that the small print was not effective and that, therefore, some people may not bother to read the ad. Because the models were young, the participants felt that some readers (e.g., parents, older people) might be offended by the ad as it suggested that young teens are having sex.

b) Advertising Agency Feedback

The agency did not receive any feedback.

c) Newspaper Feedback

The newspapers reported that they had not received any feedback specific to this ad either.

d) Feedback to Alberta Health

No feedback was received at Alberta Health which related specifically to this ad.

2.8 Mother and Child

a) Focus Group Feedback

Two of the focus group participants (both males) thought that they had seen this advertisement before. The participants felt that this ad primarily targeted young women between the ages of 20 and 30 years. More specifically, it targeted young women who were mothers or who were thinking about starting a family.

Initially, the participants thought that this was an advertisement for an unwanted pregnancy (e.g., abortion), an anti-abortion group, teen pregnancy and/or the risk of transmitting AIDS to an unborn child. As one participant pointed out,

[I] thought it [the ad] was going to be about abortion or protecting against unwanted pregnancy. Because of the discussion we've been having, I knew it wasn't.

The participants were in agreement that the picture did not fit the message and questioned why the baby was in the photograph. They would not have known that

the advertisement was for HIV/AIDS unless they had taken the time to read the ad.

According to the participants, the overall message that this advertisement was trying to get across was that “it’s not just you who can get the disease.” Comments made by the participants included:

- *It's not just yourself that you have to concerned about, it [AIDS] could affect your baby.*
- *You don't necessarily have to do anything wrong. You don't have to be a drug user and even if you're in a monogamous relationship*
- . . .

The young adults who participated in the focus groups felt that this message was important to their age group as there was a lot of misinformation about AIDS “out there.” Furthermore, they explained that there was a perception that only gays, drug users, etc. get HIV/AIDS. When asked what they liked about the advertisement, the participants felt that the picture was effective (e.g., “grabs your eye”) and liked the connection between the mother and the baby. One participant commented on the fact that the advertisement was:

Different from other AIDS ads. It is a soft ad, a kind ad because normally you see something really harsh (e.g., a drug user). With a mother and the baby you realize that it's not just the people who have bad lives or hard lives . . . anybody can get AIDS.

On the other hand, the participants did not like the fact that the caption did not fit the picture and felt that there was too much to read. One participant stated that if she had seen the advertisement in the newspaper she would have probably “just flipped past it.”

b) Advertising Agency Feedback

The agency reported that they did not receive a lot of feedback but what they did receive was positive, even from other ad agencies.

c) Newspaper Feedback

The newspapers reported that they had not received any feedback specific to this ad.

d) Feedback to Alberta Health

One caller to Alberta Health felt that this ad was "very touching" but the caller's issue had to do with the fact that AIDS was a gay disease and that gay people wanted the general public to own their disease.

Another caller was struck by the image of mother and child as he saw the sheet of newspaper blowing around a parking lot while he was outside smoking a cigarette. Because he was planning to have a family soon, he called to inquire about AIDS testing.

2.9 Overall Ratings of the Advertisements

The focus group participants were asked to identify which of the eight advertisements they felt best relayed an HIV/AIDS prevention message. The top three choices of each focus group are presented in Table 12 and are rank ordered as follows:

Table 12 Advertisement Rankings by Focus Group and Overall

Advertisement	Focus Group #1 (females)	Focus Group #2 (males)	Focus Group #3 (females)	Focus Group #4 (females)	Rank Order
<i>WARNING!</i>	1	2	3		1
<i>Two Minutes* of Ecstasy</i>		1		2	2
<i>Bungee Cord</i>		3	1		3
<i>Menswear</i>				1	4
<i>Good in Bed</i>			2		5
<i>To Die For</i>	3				6
<i>Dressed to Kill</i>					
<i>Mother and Child</i>	2*			3*	

* If picture changed

Thus it can be seen that the most appropriate ads in the view of focus group participants were *Warning!*, *Two Minutes* of Ecstasy* and *Bungee Cord*.

2.10 Outcomes Related to the Creative Challenges

In response to the plans generated by the Working Group, Parallel Strategies had devised two creative challenges for the advertising agencies to respond to and had randomly assigned each agency to a challenge. When they were interviewed, agency staff indicated which challenge they had responded to. In some cases they had chosen to switch to the other challenge as the following table shows:

Table 13 Creative Challenges and Resulting Ads

Challenge A “Make the risk personally relevant”	Challenge B “Get young women talking about ways to reduce risk”
<i>WARNING!</i>	<i>Two Minutes* of Ecstasy</i>
<i>Good in Bed</i>	<i>Bungee Cord</i> (assigned A)
<i>To Die For</i> (assigned B)	<i>Menswear</i>
<i>Mother and Child</i>	<i>Dressed to Kill</i>

All of the ads, with the exception of *Mother and Child*, in Challenges A and B talked about condom use as the way to reduce risk. Other ways, such as non-penetrative sex or abstinence, were not addressed (except in the footer which was not developed by the ad agencies). None of the ads dealt with the important issue of alcohol and risky sexual practice, a topic which had been identified by the Working Group.

There was quite a lot of overlap between the two sets of messages. For example, *Two Minutes* of Ecstasy* talks about condom use to reduce risk but the impact of the model is such that the ad is personally relevant to many people. This ad has been particularly well received by aboriginal people, for example, according to feedback received by staff at the Provincial AIDS Program. On the other hand, *Mother and Child* may make the risk personally relevant to expectant mothers or women planning to have children, but the copy in the ad challenges people in general to talk about AIDS.

No conclusions can be drawn about whether Challenge A or B was more effectively executed because of the blending of the two sets of messages. This response from the ad agencies was likely a reflection of their own knowledge and comfort levels with the whole issue of AIDS prevention. Perhaps the distinction was an unnecessary one.

In terms of ad impact, both *WARNING!* and *Two Minutes* of Ecstasy* generated the most controversy. Interestingly, each ad ran first in the cities' respective campaigns which may have had an impact on response rates because the campaign was a new concept.

However, these ads were also ranked as the most appropriate by focus group participants, followed by *Bungee Cord*.

3.0 STRATEGY 1 SPIN-OFF

3.1 During the Campaign

On March 23, 1994 Continental PIR Communications received an offer to re-publish their ad, *Two Minutes* of Ecstasy*, on a complementary basis in *Top Forty Focus*. This is a bi-monthly magazine which is distributed throughout western Canada (40,000) and consists of music reviews, artist profiles and industry news.

On April 1, 1994, the CBC six o'clock news featured the campaign and interviewed a member of the Working Group. It was also picked up on the national news on CBC. Also, the Canada Newswire Service agreed to provide complimentary media distribution related to the campaign. Several requests for information about the campaign were received.

On April 2, 1994, *The Edmonton Sun*, ran a feature article in the Issues Today section on women and AIDS, entitled "Unsafe Conduct" by Denise Dykstra. The article reviewed the number of AIDS cases in Alberta, indicated that women are the fastest growing group of the Canadian population that is being infected, and suggested that four million women around the world will die of AIDS by the year 2000. The article quoted a community leader who suggested that many people still believe that AIDS has nothing to do with them: "They're aware that a risk is out there but they don't see themselves as being at risk. They think they're invulnerable, invincible and immortal." It explored self-esteem and women's sense of embarrassment with the topic of condom use and also referred to the power balance between a woman and her sexual partner. As a community representative commented:

Lots of women are in relationships where they don't have equal power with their partner, and if they don't have equal power they're not able to set the conditions for sexual practice... . They're not able to say 'Wear a condom or no sex.'

Another community member agreed: "It may mean risking your relationship" . . . You're taking the risk that he'll walk away — and walk away forever. A second contextual factor had to do with the length of relationships today. As a community member commented:

Many relationships now are not till death do us part . . . What exists is more like serial monogamy. A woman may be with one man for a couple of years and another man for a couple of years and another man for more years, which means she has increased numbers of sexual partners, any one of whom could be positive.

It suggested that women must get over their embarrassment. As one of the community members commented:

People should be sitting down and saying, ‘This is a risk. Let’s not do something stupid here. I could be infected, you could be infected. We just don’t know’ . . . If we don’t start talking about it, how are we going to start preventing it? And how are things ever going to change?

The article closed by offering a number of humorous phrases which women could use when asking their partner to use a condom.

On April 8, 1994 *The Daily Herald Tribune* in Grande Prairie began to run three of the ads at quarter- or eighth-page size. These included *To Die For*, *Dressed to Kill* and *Mother and Child*.

On April 21, 1994, Continental PIR Communications received a letter request for a copy of *Two Minutes* of Ecstasy* which the reader had seen in *The Calgary Sun* because it was “one of the best I have ever seen.” The writer wanted to frame the ad and put it up in her office.

On April 25, 1994, *The Alberta Report*, ran an article in its Society column entitled, “The joy of sex-ed: People just can’t get away from it these days,” written by Patty Fuller. The article featured a photograph of *Menswear* with a caption under it quoting from *Bungee Cord*, “AIDS prevention ad: An ‘adrenaline-pumping plunge’ into condom use.” The article complained about the use of taxpayers’ money to promote liberal sexual lifestyles and quoted critics of Strategy 1 who said that the ads were “offensive and stress condom use at the expense of abstinence.” Two ads identified in the article included *Dressed to Kill* and *Bungee Cord*. The article took issue with the phrase *Abstinence remains an option*, as follows:

All of the ads carry an incongruous statement that “abstinence remains an option” in small print. “It makes it sound like abstinence is around but just barely hanging on,” complains [the] . . . spokesman for the Regina-based Canadian Alliance for Responsible Social Policy.

The article went on to quote a representative of the Alberta Federation of Women United for Families who was unimpressed with the ads because, “Condoms are not 100% safe . . . and I think ads like this promote the idea that they are.” It then quoted a conservative author, William Gairdner, who cited a Health and Welfare Canada study which place the condom failure rate as high as 40%. The Federation representative also believed that the ads were misleading because they focused on young women whereas the vast majority of young HIV-positive Albertans were male.

The article described a pamphlet entitled *Doing It in the 90’s*, sponsored by the Canadian AIDS Society. The pamphlet featured explicit street language which was judged as being “disgusting” to most non-homosexuals. Other sex education materials (not specified)

made this pamphlet look like "Dick and Jane" according to a local Member of Parliament also quoted. While the article commented that the Program's ads "pale in comparison" beside this pamphlet and other less specified materials, guilt by association was a likely outcome for the average reader.

Also in April, 1994, a trade magazine called *Marketing* ran a news item on the campaign. Its headline read, "Alberta shops [i.e., advertising agencies], papers, in joint AIDS-awareness effort." The article provided a brief overview of the Program with emphasis on Strategy 1 and the advertising agencies involved in the campaign. Three of the ads were featured in a photograph: *Two Minutes** of Ecstasy, Menswear, and *To Die For*.

3.2 Since the Campaign

The Provincial AIDS Program had the ads reproduced on poster stock. They also created a large composite sheet of the eight ads and the Strategy 2 poster winner. In the summer of 1994, as part of Strategy 2, this composite sheet and two posters from Strategy 2, along with an order form, was sent to the 800 members of the Alberta Food and Restaurant Association.

A package of materials was created which included the composite, copies of the actual ads, the two posters, the Strategy 3 supplement and an order form. It was circulated to stakeholders and various groups and individuals who had already demonstrated commitment to the Program, and to community AIDS organizations, health units and sexually transmitted disease clinics.

According to staff at the Provincial AIDS Program, they have received a number of requests from publications offering to sell them space for the ads. They also received a request from Nation Tree Press, a Native youth newspaper, to run the ads. At the end of 1994, Health Canada was negotiating with Alberta Health to publish program materials for national dissemination. Further Strategy 1 spin-offs are anticipated and will be reported in future Strategy reports.

4.0 SUMMARY OF EARLY OUTCOMES FOR STRATEGY 1

A lot of information about the various ads created for Strategy 1 has been reported in this chapter. The response to date can best be summarized in the following table:

Table 14 Strategy 1 – Summary of Reported Response to December 31, 1994*

Advertisement	Focus Group Ranking for Appropriateness	Response Received by Agency	Response Received by Newspaper	Response Received by Alberta Health	Observed Republication of Ads
<i>Warning!</i>	1	10 positive 5 negative	Most public response (negative) - Calgary Not published - Edmonton	None	None
<i>Two Minutes* of Ecstasy</i>	2	2 positive letters Several positive calls	Little feedback	1 negative	<i>Marketing</i> (positive) Possible use in <i>Top Forty Focus</i> (positive) Possible use at Toronto's Dept. of Public Health (positive)
<i>Bungee Cord</i>	3	None	Some positive	None	<i>The Alberta Report</i> (negative)
<i>Menswear</i>	4	None Some recall	Some positive	None	<i>The Alberta Report</i> (negative) <i>Marketing</i> (positive)
<i>To Die For</i>	6	None	Some positive	None	<i>Daily Herald Tribune</i> (positive) <i>Marketing</i> (positive)
<i>Dressed To Kill</i>	-	None Some recall	Some negative	None	<i>Daily Herald Tribune</i> (positive) <i>The Alberta Report</i> (negative)
<i>Good in Bed</i>	5	None	None	None	None
<i>Mother & Child</i>	Wanted picture changed	Some positive	(In Edmonton only) None	Mixed	<i>Daily Herald Tribune</i> (positive)

* This table will be updated in future Strategy reports

This summary presents a broad picture only because it is unknown in many cases which ad in particular may have prompted a response. For example, most of the calls received by Alberta Health were not linked to a specific ad although reading one of them likely initiated the call.

Further, as the ads are now in the public domain, Alberta Health may not necessarily be informed when an ad is reproduced.

It can be seen that the ads which were published earlier in the campaign tended to generate the most response. However, the issue of order is negated by the focus groups' responses. They viewed all the ads at the same time and their rank ordering tends to reflect the amount of public response received, suggesting that the earlier ads were more powerful in their presentation. The young adults did not necessarily share general public opinion because they ranked *Warning!* overall as their first choice despite the reported negative public feedback received by *The Calgary Sun*. Their second choice, *Two Minutes* of Ecstasy*, appears to have generated the most spin-offs to date. Despite the back-room conflict which preceded its publication, little feedback was received.

Overall, it appeared that *Warning!*, *Two Minutes* of Ecstasy*, and *Bungee Cord* received the most favourable reviews from the target group, *Warning!* received the most feedback at the agency and the newspaper level (with a 2:1 ration in positive to negative feedback) and *Two Minutes* of Ecstasy* received positive feedback at the agency level while a negative response was received at Alberta Health. It also generated the most spin-offs during 1994. Despite the approval of the target group, *Bungee Cord* received limited feedback and was only reproduced once.

This chapter described a number of different outcomes of Strategy 1 which occurred in 1994, including the general public response to the ads received by Alberta Health and the newspapers; advertisement-specific feedback; and spin-offs to Strategy 1 which occurred during the campaign and until the end of 1994. A summary of early Strategy 1 outcomes was also provided.

Chapter 5 Impacts of Strategy 1

A number of the stakeholders interviewed about Strategy 1 had final comments to make. These have been compiled into several sections of this final chapter, including:

- Issues related to Strategy 1**
- Benefits of Strategy 1**
- Stakeholder Recommendations for the Program**

In closing, a discussion is advanced regarding study outcomes.

1.0 Issues Related to Strategy 1

A number of issues emerged during the Strategy 1 process which were identified by stakeholders. These are highlighted below:

1.1 Abstinence Remains An Option

Several representatives from the advertising agencies questioned the inclusion of the phrase, *Abstinence Remains an Option*, in the footer of ads in the campaign. They were divided in their views. Representatives of two agencies thought that the inclusion of this was inappropriate, one thought that it was important to point out another option, yet another felt that the focus solely on condoms provided a false sense of security. Another stakeholder commented that while the phrase was added to appease interest groups, in fact it angered them. This issue generated some negative public feedback about the campaign at Alberta Health (five telephone calls and one letter) as well as two calls which suggested that the messages were mixed because of the added comment about abstinence. It was one of the two top issues resulting in negative feedback at the newspapers.

One can only speculate what the response would have been on the issue of abstinence if the footer had not been added. Its purpose was a form of advance damage control but respondents on both sides of the issue were dissatisfied with its presence - one group because the statement did not go far enough, the other group because the its presence created a mixed message. However, overall response to the issue was so limited that one wonders if the addition achieved anything at all.

1.2 Removal of Logo/Sponsorship

For at least two of the advertising agencies, the removal of *The Calgary Sun's* logo was a problem. Again, this was unplanned. It surprised staff at McKim Baker Lovick/MBL/BBDO [Alberta] to suddenly find themselves sole apparent sponsors of their advertisement. Some agencies questioned the role of the newspapers in this regard.

Some stakeholders felt that the absence of government sponsorship on the ads was positive, as the following comment suggests:

The beauty of it was that the agency logo was on the ad. This took the heat off the government. It was smart strategic thinking. It didn't appear to be coming from the government but the message got out there. It didn't have to be politically correct or try to please everyone. My hat is off to them.

The Publisher of *The Calgary Sun* did not hold this view; rather he felt exposed to a risk that he perceived the Government of Alberta did not want to take (King, 1994). In fact, this risk was unrealized. The eight weeks of ads realized significantly less attention than the one ad on the back of the controversial supplement which pre-dated this campaign. Strategy 1 did not release "a storm of controversy."

By running the ads at all, sponsorship by *The Sun* was implicit and finer distinctions about the degree of support were likely missed by the public. *The Suns'* support of the campaign was seen as a milestone. The Publishers are to be commended for their involvement, particularly as they perceived themselves to be at risk of evoking public ire. Their courage in going forward despite doubt and frustration was a real public service. The reality was that the campaign caused only a small ripple of negative response in Calgary and slipped silently into the pool of public opinion in Edmonton.

The intention of Alberta Health to remain a silent partner was not realized after all. The addition of the name and phone number of the Provincial AIDS Program for the remainder of the ads was likely perceived by the general public as an indication of government sponsorship.

1.3 Consistency of Message

Views of stakeholders were mixed regarding the consistency of messages produced in the campaign. As a staff member at one agency commented:

I would stick to one verbal message for the campaign. Eight [perspectives] on two key strategies fights awareness of a key message. It is an odd approach. . . . Usually a client will have three versions of the same thing — same layout and typeface. Consistency is key to getting the strategy across. A different look and feel to each ad may have been detrimental.

On the other hand, a representative at another agency suggested that it was good to have a variety of styles in the campaign. Perhaps the recommendation of yet a third agency representative resolves the issue best:

*To really work well they should push the messages into more powerful areas with a more consistent look and feel. You have to have "a continuous shout" to maintain a level of awareness. They should look to other media . . . Cull the ads that don't work and refine the creative on the others. If *The Sun* is willing to help more, maybe a rotation of the two most powerful ads would be better. Offer the *Herald/Journal* an exclusive based on the findings of the focus groups. There should be a unifying theme.*

It was the intention of the Working Group to obtain a portfolio of creative material that could be used in a variety of ways with a variety of audiences within the target group. For members of the Group, the fact that there was no consistency of message was deemed positive because the varied ads offered greater opportunity.

It is useful to note, however, that some of the ads received a lot more interest and attention than others. A focus on the more evocative ads in future strategies would likely strengthen message impact and increase recognition and recall. Specifically, *Warning!*, *Two Minutes**, and *Bungee Cord* appeared to be the most effective ads in Strategy 1.

1.4 Other Issues

A variety of other issues were raised by individuals interviewed at the advertising agencies during Strategy 1. These included the following:

- ◆ Competition among the agencies not well perceived
- ◆ Special groups need to be targeted, e.g., native women, other high risk groups
- ◆ Order of the ads in the campaign could have been orchestrated better
- ◆ Not enough publicity around the campaign
- ◆ More research into health promotion campaigns required
- ◆ Engagement of *The Calgary Sun* in future campaigns uncertain.

2.0 BENEFITS OF STRATEGY 1

A number of benefits of Strategy 1 have already emerged. These are summarized below.

The campaign was perceived as *smart* and *successful*. One individual who was interviewed commented that the partnership between the private sector and government to achieve social marketing ends was *more interesting* than the campaign itself. It was felt that the partnership concept worked and could be used again.

Benefits which accrued to the newspapers included:

- ◆ Opportunity to be seen as good corporate citizens
- ◆ Opportunity to be seen as forward-thinking in supporting a social issue
- ◆ Opportunity to be seen by advertising profession in a different role
- ◆ Opportunity to be the first of many corporate sponsors in a three-year project
- ◆ Credit in the community for taking a risk
- ◆ Heightened awareness about AIDS-related issues for staff involved in the campaign and their immediate family and friends.

Benefits which accrued to the advertising agencies included:

- ◆ Increased exposure/chance to showcase their work in the newspapers, in spin-offs and in other program strategies
- ◆ Opportunity to be creative with fewer constraints than in a normal engagement
- ◆ Opportunity to compare work with that of their colleagues without winners or losers
- ◆ Opportunity to profile the professionalism of their industry
- ◆ Opportunity to be seen as good corporate citizens
- ◆ Development of material which could be submitted to competitions
- ◆ Accolades and a positive profile for Parallel Strategies for co-ordinating the campaign
- ◆ Heightened awareness about AIDS-related issues for staff involved in the campaign and their immediate family and friends.

From the perspective of the advertising agencies, Strategy 1 was a positive experience and they were all willing to participate in a similar partnership again. As one representative commented:

Ad agencies are always willing to contribute if they get good coverage and high profile. They will do it for free. It's good for the corporate image. The Sun has very high profile. We really enjoyed it. It was a good idea and went over well. We felt privileged to be involved.

Benefits which accrued to the Provincial AIDS Program included the following:

- ◆ A vehicle was provided (i.e., the newspapers) to reach young adults throughout the province with risk reduction messages
- ◆ A conservative estimate of \$58,500 worth of donated advertising space (\$18,000 to \$20,000 per newspaper) and creative material (\$2,500 for ads with photographs, \$2,000 without)
- ◆ Top quality creative for use in future strategies
- ◆ Opportunity to stretch public acceptance of more graphic AIDS-related messages
- ◆ Validation of research findings that more graphic messages are acceptable to young adults.
- ◆ A contribution to the general pool of resources to be used by other government agencies locally, nationally and possibly even internationally

Despite the somewhat bumpy road which led to campaign implementation, Strategy 1 can be considered a success. It was innovative and daring in its social marketing concept and its design should be used as a model for future health promotion activities.

3.0 STAKEHOLDER RECOMMENDATIONS FOR THE PROGRAM

3.1 Recommendations for the Ads

The main stakeholder recommendation for the ads was to “posterize” them. As one ad agency representative commented:

Posterize the ads and put them in high schools. . . . Involve the original ad agency in any changes. Good ads don't necessarily make good posters.

Focus group participants had many suggestions about where the posters should then be placed so that young women/men would see them, including the following:

- Bus shelters;
- Overhead panels in buses/LRT;
- Waiting rooms of physicians' offices;
- Washrooms in bars (on the inside of the stalls and above the condom machine);
- College, university and high school bulletin boards;
- Shopping malls (e.g., Hook advertising displays);
- Recreation/fitness centers; and
- Students residences for students to put up in their rooms.

One ad agency representative suggested a blitz of posters on walls, fences and similar informal community billboards.

3.2 Using the Ads in Other Media

Focus group participants were also asked to suggest other formats for the ads. Their recommendations included:

- T-shirts
- Slides for CALM or high school health classes;
- The Talking Yellow Pages;
- Television and radio ads;
- Pocket student planners that are available in campus bookstores;
- Free postcards like those found in many restaurants and businesses.

Staff at the advertising agencies had some additional suggestions:

- Bar coasters
- Post-its (e.g. *Warning!*)
- Buttons
- TV ads
- Billboards
- Other newspapers (*The Calgary Herald, The Edmonton Journal*)
- Magazines (*MacLean's, The Alberta Report*)
- Radio (e.g., women's stations such as CHFM).

3.3 Repetition

A number of times, stakeholders recommended that the creative material would have to be used frequently to achieve an impact. As one ad agency representative commented:

Do more of the same. . . . It has to be part of a bigger campaign. They should use TV, billboards, etc. Running the ads once might be enough yet if this is the only strategy they need to sustain it by keeping it in their minds. You have to put it in front of them all the time.

3.4 Strategy 1 Follow-up

This evaluation was seen as a mechanism to continue the campaign strategy. It was suggested that a summary sheet of findings be sent to newspapers and magazines publishing strategy outcomes. Letters of thanks could be sent by the Minister of Health to the newspapers and advertising agencies involved in the campaign, along with a copy of this report. It was also suggested that the 4 A's receive a copy.

4.0 Discussion

Strategy 1 of the Young Adult HIV/AIDS Prevention Program was designed to obtain print medium creative material which would promote safer sexual practices to young women and their partners. The material would be published in couriers of culture such as newspapers and would be supported collaboratively by business and government. This goal was indeed achieved and on these grounds alone, the Strategy can be considered a success. The actual campaign was just under eight weeks in length but the overall Strategy continues to unfold as the creative material diffuses through a variety of print media. The true impact of Strategy 1 will not be assessable for at least another year.

However, this health promotion strategy is useful on another level immediately because the lessons learned from Strategy 1 can be applied to other strategies in this program as well as to

other health promotion activities. Four areas have been identified where learning occurred, including the context of the campaign, motivation for involvement, levels of experience and implications for evaluation.

4.1 Context of the Campaign

The "frames of meaning" or contexts of the various players involved in Strategy 1 had a significant impact on its implementation. In particular, their juxtaposition caused some of the minor crises which plagued the campaign.

The culture of the Provincial Government clashed with the culture of the newspapers on more than one occasion. Each served a different audience, operated in different time frames and had different rule books. The Provincial AIDS Program serves all Albertans but in the case of this particular prevention program had specifically targeted young women and, to some extent, their male partners. This group represented approximately 25% of *The Suns'* readership. The ads had to be acceptable not only to the target group but to enough of the remaining 75% of their audience to ensure that a furore would not result. No one hates bad press more than the press itself.

The time frame for newspapers is extremely short. Old news is no news at all and last week's story is quickly buried. On the other hand, for a government body like the Provincial AIDS Program, the time frame is much longer such as the number of cases of AIDS last year compared to the previous year or to ten years ago. With a goal of changing social and individual behaviour on a provincial scale, every inch of progress is cause for celebration.

Finally, the rules of the game are different in each culture. A newspaper is a business proposition, and although altruism may play a small role, the goal of a newspaper is to sell papers and stay in business. It holds up a mirror to the community that must reflect an image which is palatable to that community. Thus, a controversial issue like AIDS makes newspaper people nervous because they know that most of their community prefers to believe it does not exist. Government, on the other hand, operates on the principle of the greatest good for the greatest number at the lowest acceptable cost. AIDS is viewed as a significant epidemiological problem warranting the on-going expenditure of funds for education and prevention.

Clashes occurred as players struggled to move beyond their traditional frames of reference. Having agreed to support the campaign, the Publisher and staff of *The Calgary Sun* were negatively affected before the campaign got off the ground by an unrelated AIDS supplement which attracted a great deal of negative attention. This heightened nervousness about the campaign and resulted in such last minute changes as pulling the newspaper logo, a symbol of explicit support (although implicit support remained by virtue of the fact that the ad was in the newspaper at all); and by adding the phrase, *Abstinence remains an option*, to try to deflect an anticipated negative response. The hard-hitting message of the first ad, *Warning!* did nothing to ease the fears of staff at *The Calgary Sun*. In Edmonton, this ad caused last minute qualms which resulted in a request

for more documented evidence and the decision to reject the ad. However, despite their fears, which were not realized, the Publishers persevered with their commitment to the campaign and should be commended for their courage. The results of their generosity have already been multiplied many times over as the ads diffuse both provincially and nationally.

With the mandate to operate at the lowest acceptable cost, the Provincial AIDS Program, in conjunction with the Working Group and Parallel staff, generated a creative solution to a limited resource base, namely, leverage. Through collaboration, private sponsorship could support public goals to the benefit of all. In the end, however, the absence of Alberta Health in the footer as a visible partner was interpreted by the Publisher of *The Calgary Sun* as “backing off” from a perceived risk. He commented that he was not sure he would “do it again” (King, 1994). Parallel Strategies acted as a buffer between these differing perspectives but ultimately, cultural differences may have threatened the possible repetition of this particularly effective and successful partnership.

4.2 Motivation for Involvement

The project design was based on a social marketing concept with the expectation that both the private and public sectors would benefit from their involvement.

- ◆ The newspaper publishers would enhance their corporate image by demonstrating their commitment to a healthier community.
- ◆ Advertising agencies would benefit from displaying signed work in newspapers with broad circulation. They would enjoy greater freedom of expression than was usually afforded them in a traditional client relationship. They would enhance their image by supporting an important social cause and they might also be able to use the experience to access a new market in future.
- ◆ The Provincial AIDS Program would be able to expand its social marketing capability by leveraging a restricted project budget into many times its value in communications activity. Thus it would promote its message much further, namely that AIDS is a community-wide problem requiring community-wide solutions.

Parallel Strategies was able to combine these varying motivators into a strategic plan which worked. Their staff should be commended for their creative design as well as for their successful shepherding of this sometimes difficult project to successful completion.

The partners realized their objectives in nearly all cases. However, in order for this to occur, they had to give up more control than they may initially have anticipated. The truly joint nature of the partnership meant that none of the three major players had as much control of the process as they would have normally.

Despite setbacks along the way, the newspapers did enhance their image as leaders in the community and, indeed, continue to do so. For example, in Strategy 4, outdoor and bus advertisers have been quick to provide sponsorship because *The Sun* has already supported this program. However, the papers had to give up control over the creative material, apart from an outright veto, and this proved difficult to do.

The advertising agencies have seen their work circulated widely, with their names attached, and will continue to do so as the program moves to a national forum in 1995. Several agencies have received social marketing contracts as a result of their involvement in this campaign. On the other hand, they gave up copyright control by placing their work in the public domain. There may be occasions when they are dissatisfied with the way their work is presented but will not be able to influence this presentation. If their ads are reproduced frequently enough, they may regret their lack of compensation for their work.

The Provincial AIDS Program obtained its prevention messages and is currently making use of them in a variety of publications. Again, by placing them in the public domain, the Program has no control over where they have been published and may not even be aware that they have been reproduced. While the popularity of the material has been greeted warmly by the Program, it becomes impossible to measure the impact of the messages on the target audience because of their diffusion beyond the Program's reach.

The beauty of the strategy's design was that the real, pragmatic objectives of the partners were clearly identified in advance. What was not anticipated was the fact that the partnership was truly symbiotic. Power was equally divided and all three could only benefit by acting in concert. Not surprisingly, such an unusual relationship caused some discomfort among the players as each was used to being in control. However, the result of this sometimes painful collaboration was more powerful than anyone had anticipated. Even if this specific partnership is not repeated, the process of partnering for social marketing purposes is likely to be replicated again and again.

4.3 Levels of Experience

The lessons that have been learned in Strategy 1 are on many levels. At the design level, as discussed above, true collaboration was a formula for success.

At the process level, the staff at the Provincial AIDS Program learned a useful lesson. The involvement of a professional public relations and advertising agency proved advantageous. Parallel staff were able to link government staff directly with key opinion leaders such as the Publisher of *The Calgary Sun*, and with key advertising representatives through the 4A's. This targeted, networking approach at senior levels was far more effective in this context than a traditional government tendering process would have been. Yet the relationship was not without conflict and at times perspectives differed, particularly over the issue of exclusivity.

other hand, the literature review revealed that outdoor and bus advertising was well received by young adults and thus Strategy 4 was revised accordingly. Finally, the emergent nature of the program's *story* continually raised anticipation about what would happen next. Its immediacy was both its frustration and its charm.

Perhaps in closing, it is best to say that Strategy 1 will continue to unfold, at least until the end of the project (March, 1996) and likely beyond that. While the next report will focus on Strategy 2, the poster competition, events related to Strategy 1 will continue to be tracked and reported as well.

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Appendix 1

Interview Format



1. How did you hear about the strategy?
2. What attracted you to the project?
3. Which challenge did you try to address:
 - A. To convince young women (and indirectly their male partners) that they are at risk of contracting HIV/AIDS by making the risk personally relevant
 - B. To get young women to talk about ways to reduce risk by being informed, educated, prepared and intelligent about ways to reduce risk
4. What was the process you went through in the development of the ad?
5. Did you encounter any difficulties in preparing the ad?
6. What feedback have you received?
7. Any surprises? Concerns? Final Comments?
8. Any suggestions for the rest of the campaign?

Appendix 2

Focus Group Format

INFORMATION SHEET



Background

Alberta Health is becoming increasingly aware of the need to educate young people about the spread of HIV/AIDS. A 1990 survey conducted for Alberta Health found that young adults were the most likely to be misinformed about HIV transmission and the likelihood of getting AIDS. Young women are particularly at risk. Twelve women tested positive for HIV in Alberta in 1990, 15 in 1991 and 39 in 1992. This is the fastest rate of increase in any population group. Because of this, Alberta Health is interested in developing information strategies that address the needs of young women and their male partners.

This focus group is one of six being done to explore the messages being delivered by one of these information strategies - a newspaper advertising campaign.

What to Expect

You will be shown a series of full sized newspaper advertisements that have run in a local paper and you will be asked a series of questions relating to these advertisements. We are interested in getting your free flow of ideas in response to these questions and encourage you to be open and to feel free to discuss issues with your fellow participants. In order for us to capture the feeling of this session and to make sure all responses are accurately recorded, this session will be tape recorded and a note-taker will keep a written journal. The information will be transcribed into written form for analysis purposes and all tapes will be destroyed. The information you give us will be kept completely confidential. Data will be presented in summary form only with no names attached.

The Young Adult HIV/AIDS Prevention Program

Focus Group Questions

Alberta Health has commissioned a series of newspaper advertisements which are intended to inform young women and the men they may be sexually involved with about the risks associated with HIV\AIDS and how to reduce these risks.

1.0 RECALL

- 1.1 Do you recall seeing any full page newspaper advertisements talking about condom use and AIDS prevention? (*Yes, definitely, Possibly/not sure, No, definitely not*)

Exhibit each advertisement separately and ask the following questions:

2.0 RECOGNITION

- 2.1 Do you recognize this advertisement? (*Yes, definitely recognize, Possibly recognize/not sure, No, definitely don't recognize.*)

3.0 INTERPRETATION

- 3.1 Who is this advertisement aimed at? (*What is the target audience? Whose attention are the advertisers trying to attract?*)
- 3.2 What did this advertisement make you think about when you first saw it? (*What is your immediate impression?, What thoughts went through your mind when you saw each one?*)
- 3.3 What overall message is this advertisement trying to get across? (*What message do you get after thinking about it for a while?, What does it say to you?*)
- 3.4 How important is this message to your age group? (*How relevant is it at this time in your life?, What personal significance does it have to you?*)
- 3.5 What do you like about this advertisement? (*What is attractive?, What catches your attention?*)
- 3.6 What don't you like about this advertisement? (*Is anything inappropriate? Are any parts difficult to understand?*)

4.0 JUDGEMENT

To work toward the reduction of HIV transmission in the young women of Alberta (aged 18-26) and their male partners:

- 4.1 Which of these eight advertisements do you think best relays this message to young women/men your age? (*Grabs your attention, makes you think, would be most effective for your age group*)
(First choice, Second choice, Third choice, etc.)

5.0 RECOMMENDATIONS

- 5.1 If these advertisements were made into posters, where is the best place to put them so they are seen by young women/men your age?
- 5.2 What other formats could these advertisements be made into that you would use regularly? (*e.g., wall calendar, purse sized daytimer, memo pad, t-shirt, etc.*)

General Information

Gender Male Female**Age** 18-20 21-23 24-26**Partner/Marital Status (Check one)** Single, never married Divorced/separated Single, with live-in partner Widowed Married**Number of children currently living with you:** _____**Education Level - Completed (Check one)** Elementary Junior high school High school/GED Some post-secondary (college/university) Completed post-secondary (college/university) Post graduate**Employment Status (check all that apply)** Employed full-time Student Employed part-time Unemployed Full-time homemaker**If employed, What is your occupation?** _____**Current Living Arrangement (check one)** Live alone Live with roommate(s) Live with parents
guardians Live in residence/student
housing Live with other family Other (please specify) _____

Appendix 3

List of Interviews

Interviews Conducted for the Strategy 1 Report

The Young Adult AIDS/HIV Prevention Program

Organization	Name	Location	Date	Type
Parallel Strategies	Robin Sparks	Calgary	March 7, 1994 April 8, 1994	In-person Telephone
Alberta Health, Program Evaluation and Review	Keith McLaughlin	Edmonton	April 14, 1994	In-person
Alberta Health, Provincial AIDS Program	Rick McHutchion	Edmonton	April 14, 1994	In-person
Alberta Health, Provincial AIDS Program	Linda Findlay	Edmonton	April 14, 1994 September 13, 1994	In-person In-person
<i>The Edmonton Sun</i>	Klodyne Rodney	Edmonton	May 13, 1994	Telephone
Calder Bateman Communications	Frank Calder	Edmonton	May 13, 1994	In-person
Continental PIR Comm. AB Ltd.	Russell Hakes	Edmonton	May 13, 1994	In-person
Palmer Jarvis Advertising	John Leggatt Michael Price Bob Wood	Edmonton	May 13, 1994	In-person
McKim Baker Lovick/BBDO	Charles Blackwell Ken Wentz	Calgary	June 23, 1994	In-person
Ogilvy & Mather/West	Paul Long	Calgary	June 23, 1994	In-person
Young & Rubicam Ltd.	Wendy Anderson	Calgary	June 24, 1994	In-person
<i>The Calgary Sun</i>	Ken King	Calgary	June 30, 1994	In-person
Parallel Strategies	Al Wiggan	Calgary	September 12, 1994	In-person
Alberta Health, Communications Branch	John Sproule	Edmonton	January 17, 1995	Telephone

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